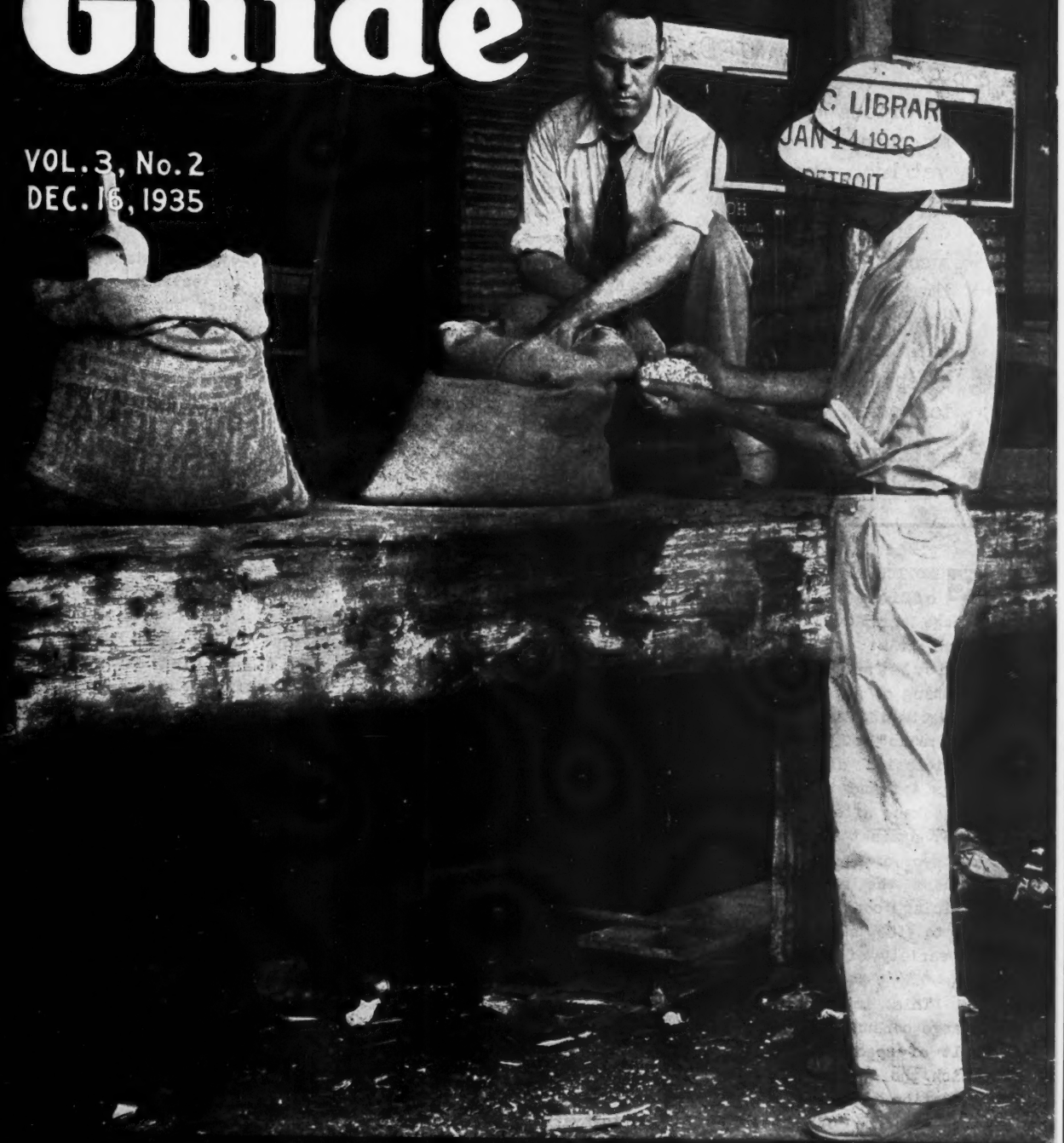


Consumers' Guide

VOL. 3, No. 2
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Do You Buy Cooperatively?

Consumers' Queries and Comments

"Our national economic goal simply must be increased balanced production of the things we all really need and want, at prices low enough so consumers can buy, yet high enough so producers can stay on the job, and with income so distributed that no one shall be prevented from participating in consumption, except those who refuse to work."

Henry A. Wallace,
Secretary of Agriculture

C NOTICE is hereby given, an official communique to orange growers and shippers warns, that the Department of Agriculture now considers staining of any orange—even if it meets the so-called "maturity ratio" of 8 to 1—may be a violation of the Food and Drugs Act and that action will be taken after September 1, 1936, against interstate shipments of oranges so stained and against the shippers whenever staining conceals inferiority as to the stage of maturity or variety of the fruit.

This important news for orange consumers comes as a result of special investigations which the Food and Drug Administration has been making into the practice of passing off-

color oranges through a vat of yellow and orange coal-tar dyes to heighten their sales appeal.

"Painting" oranges first came into general use in 1934 and has been practiced mainly in Florida. Experts estimate that 90 percent of the current Florida crop will be stained.

Before the practice got under way, the Department warned the citrus industry, first, that every stained orange must be stamped with a plain declaration of artificial color, and, second, that adding color to immature fruit was a violation of the law even if the label were stamped on the orange. At the same time the Department started its investigation to determine whether color added to legally mature fruit might also in many cases conceal inferiority. "Mature" oranges, legally, are those which measure up to the standard of 8 parts of sugar to 1 of acid.

Many consumer complaints against adding color—showing that consumers were being deceived by such staining even under the required informative labeling—poured in on the Department.

Sufficient information is now available, the Department reports, to conclude that even though oranges may comply with the legal standards of maturity, staining is a violation of the Food and Drugs Act when it is used to make it appear that the oranges have greater maturity and flavor or are of a superior variety.

No evidence as yet has reached the Department that the ethylene gas treatment of oranges, which merely reveals existing natural yellow color in the orange peel, is deceiving consumers as to variety or degree of maturity.

C CONSUMER protests against food prices have provoked some pertinent questions from farmers in Tennessee. They write: "Has there ever been any society organized in the cities protesting the high price of dry goods, hardware, furniture, electric current, or any other manufactured article?"

"Has there been any organized protest in the cities in regard to tariff, taxes, freight, or other transportation charges on manufactured articles?"

"Have there been any city societies objecting to the closing down of factories in order to keep the price of manufactured articles at a high level?"

C AID to farm families in making their homes more livable is another of the valuable jobs done by county agricultural and home demonstration agents of the Department of Agriculture. Results of such activities in 1934 have been summed up. They show: plans furnished for the construction of 1,978 new farm dwellings; plans for the remodeling of 5,987 farm houses; instructions given for the installation of 3,917 sewage systems, 3,156 water systems, 634 heating systems, 2,213 lighting systems. A grand total of 17,885 homes were made more comfortable with the help of Agriculture's field workers.

Do you buy Cooperatively?

Farmers are doing it. From little clubs to great associations - organized and managed by themselves - their purchases totalled a quarter billion dollars last year. Here are some tips on how farmers organize a purchasing cooperative.*



Economy plus quality are twin objectives of cooperative purchasing. Maryland farmers are inspecting here some purebred seed corn which they purchased cooperatively

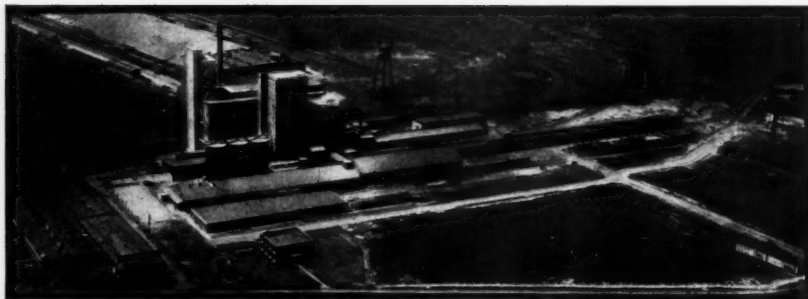
RUNNING a business in which you buy at retail and sell at wholesale has difficulties which would stump many a business man, yet that is the basis on which most farmers operate. Some farmers, more venturesome than the rest, have discovered a way out of this contradiction of good business practices. They have organized for cooperative purchasing of farm supplies, not only to reduce the cost of these supplies, but to get the quality and service they want. The quarter-billion dollar business they did last year was the high watermark of a movement which, slowly and unevenly, has been gathering momentum for a hundred years, and now stands as one of the most important aids to profitable farm production and a challenge to an expensive system of distribution.

CLOSE to a third of the average farmer's cash income must go to buy his materials of production—seed, feed, fertilizer, insecticides, oil and gasoline, machinery, package materials. To farmers whose average income even in 1929 was only \$1,240 these production expenses

*This article is based on the valuable compendium of information contained in a recently published bulletin of the Cooperative Division of the Farm Credit Administration "Cooperative Purchasing of Farm Supplies." Copies of this bulletin may be obtained from the Office of Information, Farm Credit Administration, Washington, D. C.

loom large. Savings, even if modest, can often make the difference between living above instead of below the subsistence line. That's why farmers' imagination has responded to the cooperative idea. That's why their support can be got for even the simplest of cooperative ventures where penny savings only may be possible.

ORGANIZATION for cooperative purchasing can be anything from an informal coming together to pool orders for a carlot of fertilizer to a great business handling, warehousing, and even manufacturing a multitude of supplies needed by farm families at home as well as in production. The cooperative may cover a local area or a large region, extending over many States. It may make intermittent purchases or it may have a continuing business handling millions of dollars of merchandise. It may require its members to come to the railroad siding to pick up their goods, or it may have great warehouses and stores, and operate fleets of trucks. It may sell only to members or it may offer its



This mill of the Eastern States Farmers Exchange at Buffalo, N.Y., manufactures nearly 1200 tons of feed per day.

facilities to everyone in the community. It may sell at cost plus handling charges, or it may sell at prevailing market prices. It may operate with no capital or it may have stockholders.

WHEN FARMERS in southern States gather together to purchase cooperatively, their first purchases are likely to be fertilizer because that is their major operating expense. In New England and eastern States, where dairying is important, their purchases are likely to be feed. If their organization is one of the local informal group type, a purchasing committee will assemble the orders, place one order with a supplier, notify the members when supplies have arrived, and collect from them. Such a group will have no warehouses, no delivery facilities. The price each member pays will probably be at the wholesale rate plus a share of transportation and miscellaneous charges.

GROWING out of such an informal buying club is the type of local unincorporated cooperative association which will handle various lines—feed, seed, machinery, petroleum, remedies. Such associations usually have definite rules of operation. They may have a manager continuously on the job. Usually they continue the system of car-door delivery and do not acquire warehouses. Often they operate in conjunction with farm organizations, and may work in connection with a marketing cooperative. Their operating capital is usually a membership fee, which covers the cost of managing the cooperative.

NEXT STEP in cooperative development is the incorporated association, doing a continuous business, with a warehouse carrying



50 million feet of lumber, about one-third of the annual box shock needs of its members, are stacked up here in the lumberyard of the Fruit Growers Supply Company, Susansville, California.

stocks, equipped to sell at any time. Capital for such cooperatives comes principally from the sale of stock, membership fees, and savings. Members elect a board of directors and the board of directors selects a manager who is responsible to it. Usually the manager is paid a straight salary. Commissions tend to encourage managers to build up a large business rather than provide service and quality.

EXTENDING beyond local limits are the regional purchasing cooperatives, covering an area larger than a county. Two types of organization are common to these cooperatives. In the federated type, control rests with local cooperatives which are banded together to establish an overhead wholesale purchasing business. Such federated associations, which usually do only a wholesale trade, supplying the locals which sell at retail, are the Indiana Farm Bureau Cooperative Association, Inc., the Farm Bureau Cooperative Association of Ohio, the Farmers' Union State Exchange in Nebraska, the

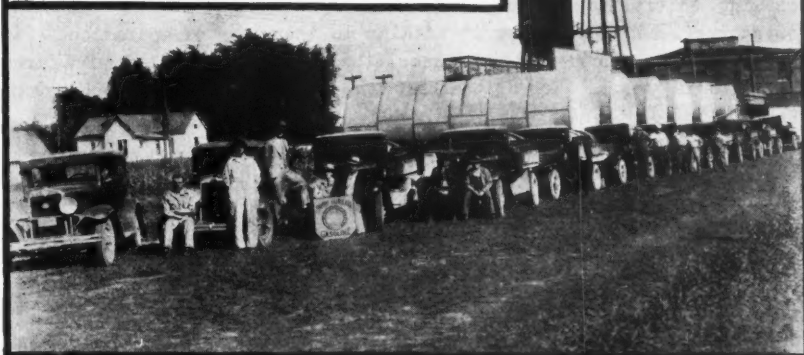
Consumers Cooperative Association in Missouri, which serves over 250 oil and farm-supply associations operating in western States, and the Midland Cooperative Wholesale, Inc., in Minneapolis, which is the oldest wholesale oil association in the country.

SECOND TYPE, the centralized regional cooperative, is composed of individual members. It does a retail as well as wholesale business. It may use all kinds or only one type of distribution.

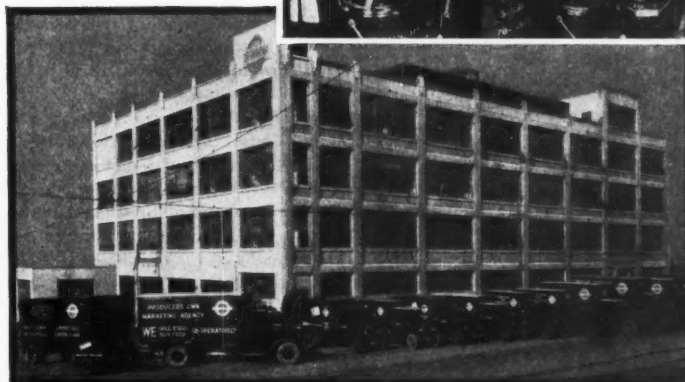
The Eastern States Farmers Exchange, with 50,000 members in New England, Pennsylvania, and other Middle Atlantic States, who buy annually through it supplies valued at more than \$12,000,000, is one example. Supplies are ordered by members through about 1,000 accredited representatives who are usually farmers. This cooperative also has numerous warehouses located at strategic points where farmers may obtain supplies direct. It operates a large feed mill in Buffalo, N. Y., and fertilizer plants in Boston and Wilmington, and has an equity of more than \$1,500,000 in plants, inventory, and other assets. Another example is the Cooperative Grange League Federation Exchange, Inc., which in 1935 served some 100,000 patrons in New York, northern Pennsylvania, and New Jersey, and distributed during the year ending June 30, 1935, feed, seed, fertilizer, and other farm supplies with a wholesale value of \$24,000,000.

MARKETING cooperatives may make purchasing of farm supplies a side line of their activities for their members. Some 6,000 associations, primarily engaged in marketing, are doing that today. The Land O'Lakes Creameries, Inc., of Minneapolis, whose main business is in

Over \$30,000,000 worth of petroleum products were sold by farmers' cooperatives in 1934. Here are some trucks and tanks owned by the Indiana Farm Bureau Cooperative Association.



A modern cooperative oil blending plant



Some cooperatives combine purchasing supplies with selling products for their members. Through the Washington Cooperative Egg and Poultry Association, Seattle, farmers bought more than \$5,000,000 worth of feed in 1934.

manufacturing and selling butter for its dairy farmer members, bought for its members feed, creamery machinery, and other supplies valued at over \$2,000,000 in 1934.

BIG or little, each cooperative purchasing enterprise has behind it three major objectives, and the closer it attains to these objectives the sounder its business, the faster its rate of growth. Top of the list is economy. By joining together to buy, farmers hope to obtain trade discounts on their quantity purchases and to eliminate or reduce many of the costs of competitive selling. Second objective is service. Since a cooperative can forget about profits, it is freer than noncooperative business to give a specialized service designed to meet the specific needs of its members. Finally, farmers look to their cooperatives to give them consistently better and more dependable values. Cooperatives that attempt to make savings at the expense of quality soon find themselves with few patrons.

NO RULE of thumb can be followed by farmers who hope to build a purchasing cooperative, but out of the wealth of experience which farmers' purchasing cooperatives have had come 10 "don'ts" for hopefuls.

FIRST, don't attempt organization if farmers are satisfied with the quality of the supplies and services they are now getting.

SECOND, don't attempt organization of farmers who do not believe in cooperative action.

THIRD, don't attempt organization without first learning what satisfactory wholesale sources of supplies are available. Provide for standards of quality and determine how well these supplies measure up to the standards.

FOURTH, don't plan too broad a scale of operation. Find out what commodities can be handled with greatest opportunity for saving. Explore economy possibilities on a few products first.

FIFTH, don't organize for action until there is assured sufficient patronage. Find out the buying needs of interested farmers. Very small organizations are sometimes handicapped, because of the limited business they can do, in getting quantity discounts, in obtaining high quality products, in economizing on distribution costs. Costs tend to decrease as volume increases. Aim for sufficient volume.

SIXTH, don't start operations until there is recognized and competent management for the project.

SEVENTH, don't start operations until there has been a

careful estimate made of the amount of operating capital needed. Explore all financial services available. Determine how the necessary capital can be raised.

EIGHTH, don't start operations without formulating policies. Is business to be done on a cash or credit basis? What are the advantages of each? Are prices to be based on cost plus handling, or on prevailing market prices? If the latter, what disposition is to be made of savings?

[Concluded on page 27]

NINETY years ago some weavers in the little town of Rochdale, England, worked out a few simple principles of cooperative purchasing which proved so sound that the business founded on them now amounts to over one billion dollars a year and is putting savings of \$125,000,000 a year back into the pockets of its patrons or providing them with services which they would otherwise not have.

ROCHDALE principles of cooperative organization are followed by many purchasing cooperatives in this country. Budding cooperatives would do well to mark these rules:

1. Sell goods at prevailing local prices
2. Restrict interest on capital to a fixed rate, and provide that this interest shall have first claim on profits
3. Distribute profits (after meeting expenses and interest charges) in proportion to purchases
4. Require all purchases to be paid for in cash when the goods are sold
5. Establish equality in membership rights to both sexes
6. Provide that each member shall have one vote and no more
7. Hold regular and frequent meetings to discuss the association's business and receive suggestions for improvement
8. Provide that accounts shall be properly kept and audited and that balance sheets shall be regularly presented to members.



Watchwords on Waste

Some surface defects can mean bargains, but others warn wise consumers against damage to the fruit and vegetable budget.

BLIGHTS THAT blemish and spots that spoil may all have the same meaning to the fruit and vegetable man—reduced prices—but the careful consumer should know a bad buy from a bargain.

SELDOM do vegetables and fruits travel alone on their pilgrimage from farm to table. No matter how carefully they are handled or how perfectly refrigerated, wilts and blemishes, rusts and rots—thieves of sales appeal to the market man, thieves of economy to the budget—will try to steal a ride.

SOME DISEASES like "blackleg" in potatoes and turnips begin their underground work in the field and travel as stowaways. Hitch hikers, such as "blue mold", join fruits on their way to market, usually gaining access through small breaks in the skin. If the products have successfully evaded such fellow-travelers, there are still pestilences that walk in the darkness of storage chambers. Spoiled vegetables in your refrigerator may mean that some of these free-riders went home in the family market basket.

LAST YEAR the Department of Agriculture made a survey in Knoxville to find out the whys and wherefores of losses of fruits and vegetables occurring in the market or kitchen. Government agents first went to the railroads and trucks to learn how much produce came in, what kind it was, and where it came from. Trucks brought in about half and railroads the rest. Then they saw what

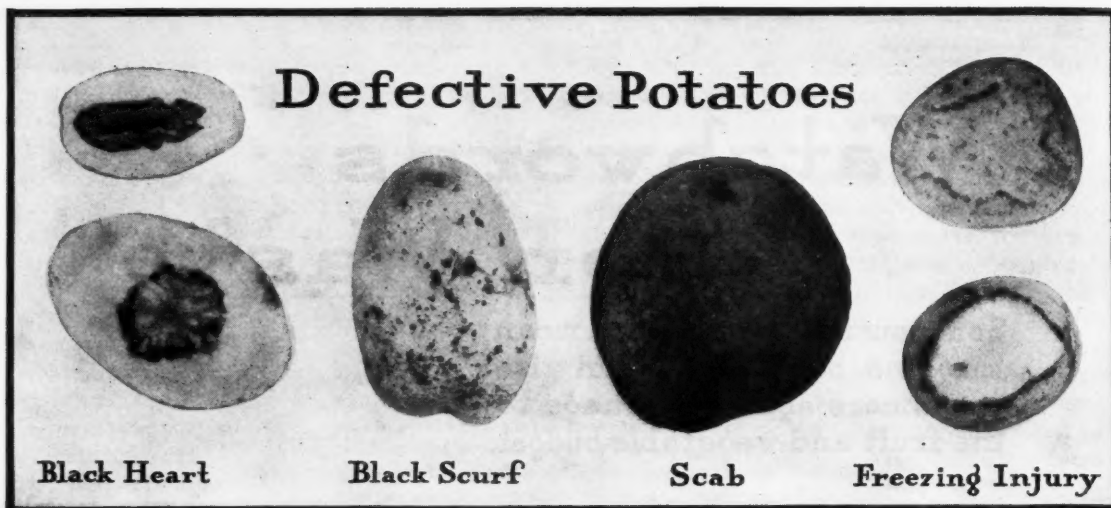
happened to the produce after it was in the city, and how long it stayed in the hands of wholesalers, jobbers, and grocers. Wholesalers and distributors in some establishments kept records of their losses and the Government agents inspected spoiled fruits and vegetables every day to see what caused them to spoil. In other establishments the Government agents counted the losses when the produce was being received or the bad pieces sorted out.

WHAT CONSUMERS LOST AND WHY

Product	Amount bought	Percent lost	Cause
Apples.....	80 bushels...	4	Scald and internal breakdown, blue mold, scab, sooty blotch, etc.
Bananas.....	100 dozen...	3	Overripening and bruises.
Beans.....	23 hampers...	3	Soil rot, anthracnose, blight, ?
Cantaloupes.....	200 fruits.....	.5	Green decays.
Carrots.....	7 crates.....	.02	Undetermined.
Celery.....	845 bunches...	7	Trimming wilted parts, Blackheart, ?
Eggplant.....	6 crates.....	.5	Fruit rot.
Grapefruit.....	92 bushels...	6	Stem-end rot, blue mold, ?
Lemons.....	9 crates.....	4.5	Blue mold, brown rot.
Lettuce.....	25 crates.....	10	Tip burn, loss of moisture.
Onions.....	75 bushels...	10	Soft rot, black mold, smut, stain, freezing, ?
Oranges.....	75 bushels...	10	Blue mold, black rot, ?
Peas.....	6 bushels...	1	Freezing injury, soft rot, pod spot, ?
Peppers.....	3 hampers...	7	Rhizopus rot, bacterial spot, scald, ?
Potatoes.....	175 bushels...	8	Blackheart, hollow heart, freezing injury, tuber rots, scab, ?
Sweetpotatoes...	25 bushels...	12	Rhizopus rot, stem end rot, black rot.
Raspberries.....	15 gallons...	8	Gray mold, rhizopus rot.
Strawberries.....	20 crates.....	15	Leak, gray mold, ?
Tangerines.....	35 bushels...	5	Blue mold, green mold, stem end rot, black rot.
Tomatoes.....	25 lugs*.....	7	Phoma rot, ?

*Lugs average about 31 pounds in weight.

Question marks indicate losses where causes are unknown.



HOUSEWIVES HELPED this study by keeping records of their purchases and losses. They received one chart with descriptions of diseases and another chart to hang in the kitchen so that they could make records of spoiled fruit as they discovered it. The Government agents helped them to diagnose the causes of loss. When records of spoilage were complete, these agents divided the number of bushels, dozens, or pounds that spoiled by the total number purchased to get the percentage lost, and made a table showing losses and the causes of loss.

SIGNIFICANT RESULTS from the completed tables showed that losses from more highly perishable vegetables were small in comparison with losses from those that usually store well. Careless handling accounted for 15 percent loss of cabbage, 12 percent loss of onions, while losses on lettuce and peas were only 8 and 3½ percent, respectively.

CONSUMER LOSSES during the Knoxville survey are recorded in detail in the table on page 7 along with some of the causes. The table tells the same tale as the dealers' table. Consumers' largest losses were on lettuce, onions, oranges, sweetpotatoes, and strawberries, while less than 5 percent of beans, cantaloupes, eggplant, and peas spoiled.

IT PAYS family purchasing agents to be familiar enough with common fruit and vege-

table defects to distinguish between those that actually injure the eating quality and the surface blemishes that merely make things less attractive to the superficial shopping eye and so lower the price.

BARGAINS that spoil before you can use them are expensive at any price. Look for marks of careless handling. Small cuts open the way for infection just as they do on animals. Irregular shapes, bruises, and growth cracks may mean losses in preparation. Withered skin often indicates age and toughness. We list here some common fruit and vegetable defects which mean bad appearance only and some that mean unfitness for eating.

DON'T MISS meals because of this list of fruit and vegetable afflictions. They may slip by the groceryman but no half-way cook will let them reach the table. Taste usually warns.

POTATOES of irregular shape with knobs or deep growth cracks cause waste in preparation, cuts or bruises are warning signs of possible infection. "Scab" makes rough corky elevations or pits on the surface which are easily cut off with the peel and cause little waste. More serious diseases mean large or total loss. Look for discolorations which are easily concealed by dirt. They may mean sunburn or late blight. Both taint flavor. "Blackheart", aptly describing a condition in which there is a

black, sometimes slimy, center, ruins the flavor but can only be detected by cutting. Freezing usually makes a dark ring inside the peel, but may not show on the outside. Rots can be spotted by soft, moist, or discolored areas.

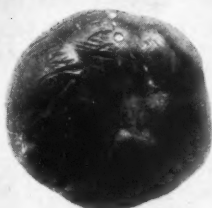
SWEETPOTATOES are far more perishable than their Irish cousins. Small, dark, clay-colored spots, some times found on them, are harmless. Serious wastes result from even small decayed spots, because the spoiled flavor usually ruins the whole vegetable. Dampness may mean freezing injury. Wet areas may come from contact with spoiled potatoes, in the same package.

GOOD CABBAGE is bright in color, firm, crisp, and heavy. Sometimes wilted or discolored outer leaves may be removed, leaving sound food. But remember, the greener the cabbage, the more Vitamins A and G. Heads with leaves separated from the stem are likely to be tough or strong. Soft heads are edible but usually of inferior quality. Wilted, yellow heads often indicate age and toughness. Worm injuries are common in all leafy vegetables, but they are so apparent that the only moral for the consumer is "look before you buy." Brussels sprouts, too, suffer from worms and plant lice.

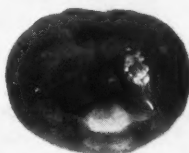
CELERY is usually trimmed and washed before it reaches the retailer. The tiny white bunches, commonly tied together in twos or threes, frequently indicate waste has already been cut away. They may be economical buys. Suspicious looking celery should be inspected for stringiness or pithiness which mean poor quality. "Blackheart" and "footrot" ruin celery. You can easily check on these and possible insects by pulling the stalks apart to look at the inside.

LETTUCE that looks good and fresh is sound. Reddish color at cuts or bruises is due to a natural change in the juice of the lettuce and is not a sign of decay. Bruised, ragged or

Tomato Diseases



Rhizopus Rot



Watery Rot



Phoma Rot

wilted leaves may be cut away and leave plenty of salad for your money. Brown areas on the edge of leaves warn of tip burn—probably more spots inside.

CAULIFLOWER is at its best when the "curd" is heavy, compact and creamy white. "Riciness" or spreading of the head hurts the looks and perhaps the price—but not the flavor. Spots or bruises on the curd will probably cause waste. "Gray mold", "watery soft rot", and "black spot" ruin cauliflower. Soft spots and discolorations give the warning.

CARROT TOPS and roots tell their own story. Fresh feathery tops are usually enough recommendation. If the roots are still bright, withered tops may be ignored. Cold water often brings back crispness to wilted roots. Avoid soft or watery spots. They mean waste.

ONIONS that are "stained" or "sunburned" may be good buys. Only the outer skins are affected by "stain." "Sunburn" may go deeper but won't injure taste. For more serious defects look to the neck of the onion. If coarse, prominent, or hollow, it means a woody core. Dampness gives away "soft rot" or "freezing injury."

TOMATOES lose much sales appeal but little consumer value from "catface" and growth cracks. These are blemishes that mar the appearance but do not affect taste. "Catface" is a pucker at the blossom end. Growth cracks usually radiate from the stem end or form concentric half moons around it. Either of these conditions or misshapen fruit may lower prices. The only serious disadvantage to consumers is possible waste in serving. Because such fruits are easily injured they do not keep well. Any bad spot on a tomato usually ruins it for eating. "Phoma rot" or "ripe rot" goes hard with winter tomatoes. It usually begins with irregular black spots near the stem and progresses to complete decay with fungi sometimes growing out

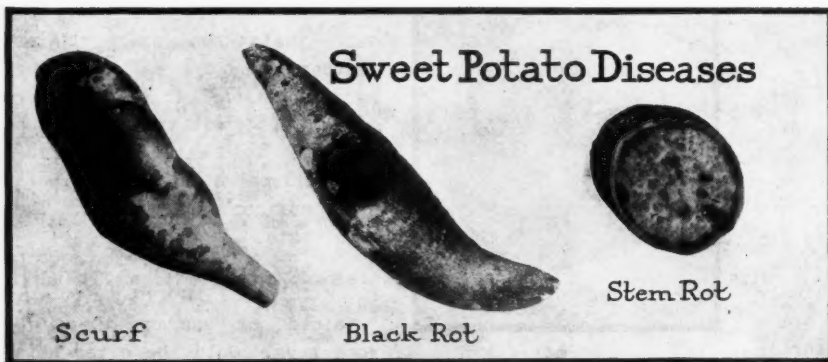
of the spots. Apparently only tomatoes with broken skins are subject to it. "Buckeye rot" is another fungus decay. It looks much like a horse chestnut under the skin. It may penetrate unbroken skins or even wrappers. "Watery rot" is usually odorless, the fruits shrink and often grow "whiskers", the interior breaks down and the skin becomes a water bag which usually spills its contents. "Rhizopus rot" enters the fruit through wounds. It works fast and usually spoils the vegetable completely in a few hours. You can spot "rhizopus" by the sour smell.

PEPPERS and eggplant are victims of a number of decays, which usually spoil them for

APPLES and pears, like tomatoes, may have blemishes on the skin which do not affect the taste. "Flayscale" and "sooty blotch" often go together. They are caused by fungi and are important only because they hurt the appearance and lower the price of affected fruits. They do not harm the apple and are readily scraped off.

ANOTHER common complexion fault of apples is "scab." It begins with dark velvety spots and later becomes rough brown areas surrounded by dark green or black.

A MORE serious defect is "scald" which is caused by the gases which apples and pears produce in storage. External symptoms are irregular brown areas which are light at first but become dark. They mean real damage to the quality of the fruit. Apples stored the modern way in oiled paper packing usually resist scald because the oil absorbs the harmful gases.



food unless there are tiny spots. "Anthracnose" starts with tan, gray or black spots on peppers and with brown spots on eggplant. Even if it does not ruin the vegetable completely it opens the way for other organisms. "Fruit rot" is the commonest market ailment of eggplant. Round tan spots appear with a soft spongy decay under them, which penetrates the fruit. "Rhizopus rot" and "buckeye rot" attack peppers and eggplant as well as tomatoes. "Gray mold rot" or "botrytis" is common in peppers but also attacks most vegetables. The spots are at first greenish and water-soaked but later turn brown. "Botrytis" works fast but seldom makes a bad odor.

STRING BEANS are edible but may be tough when wilted. Irregular dark areas that are sunken may mean "anthracnose" or "russet"—dry spots which cause waste. They enlarge slowly. "Watery soft rot" spreads rapidly and usually causes total loss.

DISCOLORED spots on apples are bad news. They may mean "black rot", "bitter pit", or "internal breakdown" due to freezing or age. If you have a clinical interest in what rotted the apples, keep them for a few days. "Black spot" causes the rotten areas to turn black. Small pimples of the same color dot the surface. "Bitter pit" blemishes may look like hail injury. They are usually small and wet at first, then develop into highly colored areas. If an apple affected with bitter pit is kept long enough the spots will turn dark and sink into the flesh. The fruit does not become bitter. "Internal breakdown" is the breaking down and browning of the interior of the apple. Outward signs are not always present. If you are buying a good many apples, have one or two cut open. For methods of avoiding waste in quantity buying see CONSUMERS' GUIDE for May 20, 1935. Internal breakdown often follows freezing or water core and occurs more frequently in late or over-mature apples.



Apple Scald and how to prevent it.

"BLUE MOLD" is among the most destructive of rots attacking fruits. It is common on apples, pears, and oranges in storage and transit. Dealers who spot the characteristic bluish growth, destroy the fruit. Occasionally one is offered fruit with soft watery spots of light tan which increase in depth and diameter very rapidly, but only develop the blue "whiskers" after they are safely at home in the fruit rack.

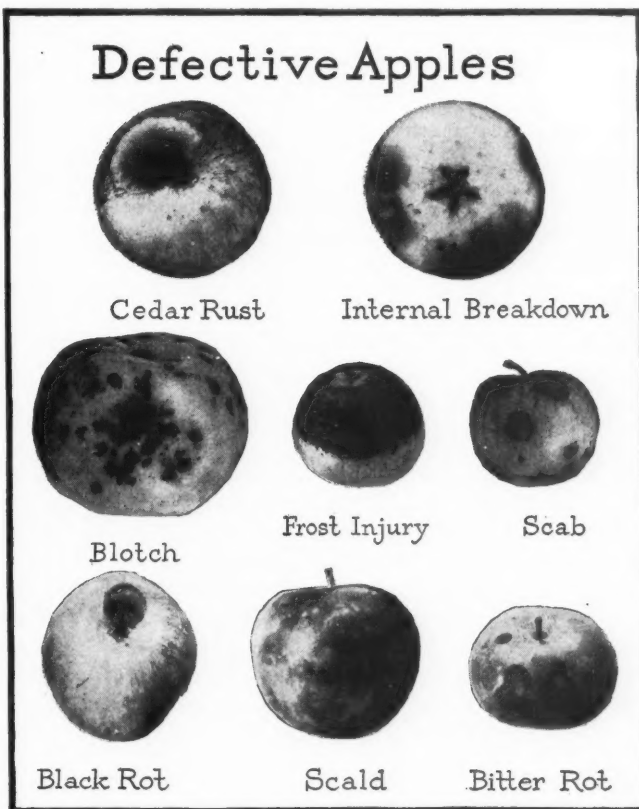
CITRUS fruits are frequently russeted. Some markets buy the brownish fruit in preference—but there is no difference except in appearance. Even small, soft, or decayed spots on citrus fruits are serious because even a small spot can ruin the taste of the whole fruit. Be suspicious of any softness. If watery, it may mean "blue mold", one of the worst enemies of citrus fruits. The Knoxville study found an instance where 500 bushels of oranges out of a shipment of 600 were lost because of "blue mold." The oranges were carelessly unloaded with a shovel, and the injuries made a foothold for the rot. "Stem end rot" begins with soft colorless spots near the stem which destroy the whole fruit chiefly by rotting from within. "Brown rot", which affects only lemons, is at first a greasy scalded spot which turns brown and is covered by a cobwebby growth.

LIMES and tangerines are subject to the same diseases as oranges. Limes sometimes show scald. Purple or brown irregular spots make them less attractive but usually no less palatable.

BANANAS that are firm with small dark flecks on the skin are delicious eating, but don't try to store them. Bananas sometimes suffer from "fruit rot" which makes them mushy and sour-smelling. Withered, thin, bruised or very soft fruits are short on flavor and food value.

STRAWBERRIES, raspberries, blueberries, huckleberries and other berries are extremely perishable. Overripe berries are apt to be dull and soft. Stains on the boxes may mean leaky berries, expensive buys. Berries should be carefully inspected for mold before buying. It is wise to pour boxes out in the hands to be sure that the sound layer on top does not hide wasty, bruised or rotten fruit.

PEACHES are usually as good as they look. Color and firmness indicate ripeness. Beware minute imperfections—they may mean worms have taken liberties. Brown rot—the worst market enemy of peaches—begins with small circular brown spots and works fast.





Which Bird to Buy?

**Price per pound of dressed weight
is not always the best measure of the
cost of meat on your holiday bird.**

TIP FROM an Iowa consumer on how to use the CONSUMERS' GUIDE:

"Confronted with the problem of feeding a family suffering from chronic Sunday chicken-hunger, on a budget that allows no luxuries, I did some mathematics on the estimates in the CONSUMERS' GUIDE of the amount of meat per pound in one kind of chicken as against the other kinds. The formula I discovered may be useful to other consumers:

"Divide the price you pay per pound for the chicken plucked and bled but not drawn, by the percentage of edible meat to dressed weight and you will get the actual price you pay per pound of solid eating meat. It is easy then to decide which bird you can afford for any occasion.

"The only disadvantage to my system" continues our helpful consumer, "is that the GUIDE'S table did not cover enough different birds. On Thanksgiving when I wanted to make a real splurge I couldn't compare chicken costs with the price of actual meat on any other possible bird for the menu. It's too late for Thanksgiving, but couldn't you give us estimates that would help consumers choose among turkeys, ducks, and geese for Christmas?"

FOLLOWING THIS consumer's excellent suggestion, a CONSUMERS' GUIDE reporter started investigating. The trail led through the Bureau of Agricultural Economics to the Bureau of Animal Industry, and thence out to their experimental farm at Beltsville, Maryland, where flocks of turkeys, ducks, geese and all the other feast birds thrive under the microscopic scrutiny of laboratory scientists.

MAKING GENERAL RULES has its difficulties. The proportion of edible meat depends

on the breed of the bird, its age, its history in such matters as feeding and care and handling and—most important—what preparation for market it has had.

MOST COMPLETE table available, shown on page 13, can give consumers definite help if used with certain reservations. For instance, the table gives "fattened" and "unfattened" roasting chickens. Which figure a housewife uses to make her calculations, or whether she uses a figure in between the two, will depend on the degree of blocky plump perfection of the chickens her market man offers her.

SURER CALCULATIONS are possible on turkeys, capons, ducks, and geese, for at least at holiday time these birds are pretty sure to have been fattened especially for festive purposes.

USING the formula given by our consumer, we figured the actual price per pound of edible meat on each of the birds offered in a Washington market on a recent date. Our meat man gave us one price on all roasting chickens of 35 cents a pound. According to our table, the edible meat of a fattened roaster would come to 55½ cents a pound, while the edible meat on an unfattened roaster would cost 61½ cents a pound. In the season for broilers, we would see much the same relation between cost of fattened broilers and of unfattened broilers. Capon costs 45 cents a pound in our market at this writing. Though it has more meat in proportion to dressed weight than any other type of chicken, the higher cost of the dressed weight brings the cost of an edible pound up to 67 cents. Hen is cheapest per pound of edible chicken meat. At 32 cents a pounds dressed weight, its edible pounds would come to 50 cents apiece.



AVERAGE TURKEYS priced at 40 cents a pound would, according to our calculations, cost 60 cents a pound for the eating meat. A well-fleshed turkey hen will give a slightly larger proportion of edible meat than a large turkey tom, and is better suited to the average family. Ducks at 25 cents a pound figure out at only 41½ cents for a pound of edible meat. And geese at the same price provide the cheapest meat we find in our figures—38 cents a pound.

EVEN WITH these figures, we must always take into consideration the amount it is necessary to buy of each of these birds. Even though buying a goose may give us our cheapest buy per pound of edible poultry meat still we may not be able to afford the 10 pounds of Christmas dinner meat that comes with the usual goose. The next cheapest meat—duck—may be our best bet at 41½ cents a pound of meat, since we need not buy so many pounds of it. Another thing to remember is that the flesh of goose contains much more fat than chicken or turkey. This goose fat turns to grease when the goose is cooked.

NOT ONLY more pounds but pounds at a higher price go with the purchase of turkey. Among toms, or male turkeys, turkey experts tell us the bigger the bird the more meat in proportion to bone. The way to get around that fact when you don't want as much as the usual turkey tom weight of from 14 to 21 pounds, is to buy a turkey hen, which weighs from 8 to 12 pounds and has slightly more meat in proportion to waste than toms have. But even a turkey hen weighs more and is more expensive per pound than duck or stewing chicken. Consumers wishing to check up on the different cuts of beef as to their edible meat per pound may look up, or send for, the August 19 issue of the CONSUMERS' GUIDE.

CONSUMER-FARMER BRIEFS FROM WASHINGTON

FOUR out of every 10 persons reemployed in urban industry since the spring of 1933, the Secretary of Agriculture reports, owe the recovery of their jobs to the improvement in farmers' purchasing power. Gross farm income from production and rental and benefit payments in 1935 is expected to be \$7,800,000,000, as against \$7,300,000,000, in 1934, and \$5,337,000,000 in 1932.

AAA

MORE AUTO-MOBILES bought mean more jobs for automobile workers. In the first 8 months of 1935, automobile sales were 36 percent bigger than in the same months of last year and 90 percent greater than in the first 8 months of 1933. Farmers' purchases helped to boost this business. People in rural areas bought as many automobiles in the first 8 months of 1935 as they did in all 12 months of 1934.

J O B S for automobile workers have been on the up-grade with increases

in automobile sales. Employment in this industry as in most others touched its low point in 1933. For every hundred workers with jobs in automobile factories in 1929, there were only 54 employed in 1933. Last year, there were 84 and in the first 10 months of this year 97. Pay rolls have been picking up at a faster rate than employment, but from a lower level in 1933. For every \$100 paid out to automobile workers in 1929, only \$38 were paid in 1933. Pay rolls came to \$68 last year and to \$87 in the first 10 months of this year, in comparison with each hundred dollars in 1929. Average weekly earnings of

[Concluded on page 27]

PERCENTAGE OF EDIBLE MEAT * TO DRESSED WEIGHT **

Bird	Percentage
Roasting chickens (fattened).....	63.07
Roasting chickens (unfattened).....	56.86
Broilers (fattened).....	60.73
Broilers (unfattened).....	54.27
Capons (fattened).....	67.46
Hens (fattened).....	64.22
Ducks.....	60.17
Geese.....	65.07
Turkeys.....	66.53
Squab pigeons.....	73.94
Squab Guineas.....	60.25

* Edible meat means all of the drawn bird including heart, liver, and gizzard, but with the bones removed.

** Dressed weight is of bird plucked and bled but not drawn.



FOOD costs of workingmen's families throughout the country on November 19 averaged 1.4 percent higher than on November 5, about 9 percent above costs on November 20, 1934, and 18.5 percent lower than the average for the years 1923-25.

SOME sections of the country show a lower, some a higher level of food costs than the average for the country, which was 81.5 percent of 1923-25 costs on November 19. Food costs in West North-Central States are highest, and in East South-Central States lowest, in comparison with the predepression levels. Estimates for West North-Central States, based on quotations collected by the Bureau of Labor Statistics from cities in Missouri, Minnesota, and Nebraska, showed food costs on November 19 were 84.1 percent of 1923-25. Those for East South-Central States, based on prices collected from cities in Alabama, Kentucky, and Tennessee, put the index at 77 percent of 1923-25.

OTHER areas fell between these two limits in the following order: West South-Central (Texas, Arkansas, and Louisiana), 79.2 percent; Pacific (California, Oregon, and Washington), 79.3 percent; New England (Maine, New Hampshire, Massachusetts, Connecticut, and Rhode Island), 80.3 percent; East North-Central (Illinois, Ohio, Michigan, Indiana, and Wisconsin), 80.8 percent; South Atlantic (Georgia, Maryland, South Carolina, Florida, Virginia, and the District of Columbia), 81.9 percent; Middle Atlantic (New York, New Jersey, and Pennsylvania), 82.6 percent; Mountain (Montana, Colorado, Utah), 83.8 percent. Since prices are not collected from cities in all States, all of the States included in these areas are not specifically mentioned.

MAJOR price increases which pulled up the National average 1.4 percent in the two weeks between November 5 and November 19 were due to fruits and vegetables, which as a group advanced about 6 percent, and dairy products (principally butter), which rose 3.2 percent.

POTATOES lead in the fruit and vegetable price increases. None of this advance in potato prices had anything to do with proposed

CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Nov. 5, 1935	Nov. 19, 1935	Change in two weeks
Dairy products:	¢	¢	%
Milk, qt.....	11.5	11.5*	—
Cheese, lb.....	26.9	27.1	+0.7
Butter, lb.....	35.4	38.8	+9.6
Beef:			
Round steak, lb.....	35.0	34.4	-1.7
Rib roast, lb.....	30.6	30.5	-0.3
Chuck roast, lb.....	24.0	23.8	-0.8
Pork:			
Chops, lb.....	33.4	35.8	+7.2
Lard, lb.....	21.0	20.1	-4.3
Whole smoked ham, lb.....	33.2	32.9	-0.9
Lamb:			
Leg of lamb, lb.....	26.8	28.0	+4.5
Breast lamb, lb.....	12.5	12.9	+3.2
Square chuck, lb.....	21.4	21.6	+0.9
Poultry and eggs:			
Hens, lb.....	30.8	30.9	+0.3
Eggs, doz.....	45.2	44.2	-2.2
Bread:			
White, lb.....	8.5	8.5	—
Rye, lb.....	9.1	9.1	—
Whole wheat, lb.....	9.5	9.5	—
*3.5-5.0 percent butterfat.			(Continued)

Your Food

potato programs. The Potato Act did not come into effect until December 1. No reports have been received showing that a tax has been paid on any potatoes marketed between December 1 and 10. The bulk of the potato supply coming to market from fall, 1935, to late spring, 1936, is from the 1935 crop which is not subject to the Potato Act. No marketing agreement or diversion program has been adopted. The sharp rise in the price of potatoes between November 5 and 19 came about as a result of a freeze in October which caught many potatoes undug in principal late-producing States (except Maine) and injured some that were in temporary storage. The crop



CHANGES IN AVERAGE RETAIL PRICES IN THE UNITED STATES

Kind of food	Nov. 5, 1935	Nov. 19, 1935	Change in two weeks
Cereal products:	¢	¢	%
Flour, lb.....	5.4	5.4	—
Macaroni, lb.....	15.5	15.5	—
Wheat cereal..... (28-oz. pkg.)	24.2	24.3	+0.4
Vegetables - canned:			
Corn, #2 can.....	13.0	11.8	-9.2
Peas, #2 can.....	16.3	16.4	+0.6
Tomatoes, #2 can.....	9.4	9.4	—
Vegetables - fresh:			
Potatoes, lb.....	1.9	2.3	+21.1
Onions, lb.....	3.8	3.9	+2.6
Cabbage, lb.....	2.6	2.7	+3.8
Vegetables, fresh:			
Lettuce, head.....	9.2	9.3	+1.1
Spinach, lb.....	6.1	6.3	+0.3
Carrots, bunch.....	4.8	5.0	+0.4
Fruit - canned:			
Peaches, #2½ can.....	19.3	19.1	-1.0
Pears, #2½ can.....	22.5	22.6	+0.4
Pineapple, #2½ can.....	22.6	22.6	—
Fruit - fresh:			
Apples, lb.....	4.6	4.8	+4.3
Bananas, lb.....	6.5	7.0	+7.7
Oranges, doz.....	33.0	33.9	+2.7



CITRUS fruits are now moving in quantity. Prices of this fruit should probably be at their seasonal low point during December and January but these prices will probably run somewhat higher than during the previous season because the present crop is smaller. Consumers who are in a position to use oranges and grapefruit in quantity can save considerably by buying in three-fifth bushel bags which are now being shipped in quantity. These bags hold between 33 and 34 pounds, or 81 oranges of the size that come 216 to a box.

BUTTER increased close to 10 percent in price between November 5 and 19. Three reasons were behind this: One, more demand from consumers; two, the usual seasonal movement in butterfat prices; and three, lower total milk production this fall than last.

WITH the exception of pork loin roast and pork chops, both of which increased 7 percent, prices of all pork, beef, and lamb products quoted by the Bureau of Labor Statistics dropped in these 2 weeks. Despite the increase in these two fresh pork products, their prices on November 19 were still below October 22 prices. Meat prices may remain about at present levels for several months. No marked decline in prices is expected for some time. Cattle numbers are still small and will probably not be built up to former levels for more than a year. The serious shortage in hog numbers, due to the drought, cannot be even partially remedied so as to get much more pork on retail markets until late summer in 1936. There never has been a cattle production control program. The hog production program for 1936-37 calls for an increase in production of 30 percent over 1935-36.

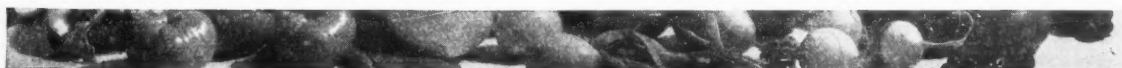
BREAD did not change in average price for the country in the 2 weeks from November 5 to 19, but changes in individual cities ranged from an increase of 0.8 cent a pound loaf in Kansas City to decreases of 0.1 cent in five cities. Report on the inquiry which the Consumers' Counsel is making into bread costs in cities where price increases have occurred will be reported in the December 30 CONSUMER'S GUIDE.

Bill

Complete on
this page

was reduced by more than 11.5 million bushels in the 30 late-producing States, and by November 1 was 17.5 million bushels smaller than September 1 estimates.

FALL vegetables in southern States also received a setback by unseasonably cold weather and a Florida storm. The early cabbage crop is delayed and late cabbage in the North is coming out of storage to fill the gap. The crop of cabbage generally is plentiful. As a whole fresh vegetables had not moved in a large quantity up to November 30 as in the preceding season.





Dairy Products

NO CHANGE in the retail price of milk is shown for the period November 5 to 19. Cheese, however, increased 0.7 percent and butter made a further sharp advance of 9.6 percent.

STOCKS of butter are apparently somewhat larger than a year ago, but withdrawals from storage have been considerably heavier. The net out-of-storage movement during October of this year was about twice as large as in October last year. This would indicate a considerably heavier consumption of butter. Some further seasonal rise in the price during the remainder of the year is in prospect; however, prices during the first quarter of 1936 will probably not average as high as in the same period of 1935 when production was unusually low.

FARM PRICES of butterfat increased slightly more than 15 percent during the month ending November 15. This was somewhat more than the usual seasonal increase to be expected with the customary decline in milk production at this season of the year. Larger feed supplies per animal unit and a more favorable price relationship for feeding indicates that there will be larger production of milk during the coming winter than during the winter of 1934-35.

CHEESE prices usually reach a seasonal peak in October. With total milk production in early November less than a year ago and prospects for higher butter prices, cheese prices during the coming winter are likely to average higher than a year earlier. Cheese production is unusually large and stocks are heavy. Consumption, however, has been the largest on record and estimated consumer expenditures for cheese have been decidedly larger than in 1934.



Average Retail Prices, November 19, 1935 (cents)

Markets	Milk, fresh		Cheese Butter	
	Quart Butter- (de- liv- ered)	fat content range	(lb.)	(lb.)
United States.....	11.5	3.5-5.0	27.1	38.8
New England:				
Boston.....	11.7	3.7-4.8	26.8	37.6
Bridgeport.....	13.0	3.7-4.8	29.0	38.6
Fall River.....	13.0	3.8	26.4	36.2
Manchester.....	12.0	3.8-4.0	26.7	38.2
New Haven.....	13.0	3.7-4.0	27.3	38.8
Portland, Maine.....	12.0	4.0-4.3	26.8	37.1
Providence.....	13.0	3.7-3.8	24.7	36.6
Middle Atlantic:				
Buffalo.....	12.0	3.6-3.7	26.8	36.5
Newark.....	13.0	3.5-3.7	27.2	40.7
New York.....	12.5	3.5-3.7	28.8	40.4
Philadelphia.....	11.0	3.5-3.8	29.6	39.8
Pittsburgh.....	11.0	3.6-3.8	28.0	38.5
Rochester.....	12.0	3.8	27.7	37.1
Scranton.....	11.0	3.8	27.9	37.4
East North-Central:				
Chicago.....	10.0	3.5-3.8	28.7	38.7
Cincinnati.....	12.0	3.5-3.8	25.4	37.7
Cleveland.....	10.0	3.5	27.8	37.2
Columbus.....	10.0	4.0	25.9	37.9
Detroit.....	12.0	3.6-3.7	25.3	39.5
Indianapolis.....	10.0	3.8-3.9	25.3	39.5
Milwaukee.....	10.0	3.6	27.8	37.4
Peoria.....	11.0	3.8-4.0	25.4	38.3
Springfield, Ill.....	11.1	4.0	24.9	38.8
West North-Central:				
Cedar Rapids.....	10.0	—	24.8	36.8
Kansas City.....	11.1	3.8-4.0	26.4	38.1
Minneapolis.....	10.0	3.5-3.7	25.2	37.0
Omaha.....	10.0	3.8	25.1	37.4
St. Louis.....	11.0	3.7-3.8	25.6	40.4
St. Paul.....	10.0	3.6-3.7	25.1	37.7
Wichita.....	10.0	3.7-4.1	21.5	34.7
South Atlantic:				
Atlanta.....	14.0	4.2-4.4	23.9	39.6
Baltimore.....	12.0	4.0-4.2	26.9	39.7
Charleston, S. C.....	15.0	4.0-4.3	23.1	37.1
Columbia, S. C.....	15.0	4.3	24.1	40.2
Jacksonville.....	15.0	4.0-5.0	23.3	35.4
Norfolk.....	14.0	3.8-3.9	23.2	37.2
Richmond.....	12.0	3.5	24.0	37.0
Savannah.....	14.0	4.0-4.6	23.1	37.2
Washington, D. C.....	13.0	4.1	26.3	39.7
Winston-Salem.....	14.0	4.3	25.7	40.6
East South-Central:				
Birmingham.....	13.3	4.3-4.5	22.7	40.4
Jackson, Miss.....	13.0	4.0-4.4	23.7	37.9
Knoxville.....	12.0	4.0-4.2	29.3	37.8
Louisville.....	12.4	4.0	26.1	38.5
Memphis.....	10.5	3.5-4.2	23.1	38.0
Mobile.....	14.0	4.0-5.2	23.7	37.0
West South-Central:				
Dallas.....	11.0	4.4	27.0	34.6
Houston.....	12.0	4.2-4.6	22.4	37.8
Little Rock.....	12.0	3.8-4.5	23.5	36.2
New Orleans.....	12.5	4.0-4.5	25.1	38.8
Oklahoma City.....	11.0	4.0	27.9	39.7
Mountain:				
Albuquerque.....	11.0	4.0-4.1	29.2	38.7
Butte.....	10.0	3.5-3.7	24.6	35.4
Denver.....	10.5	3.8	27.4	38.1
Salt Lake City.....	10.0	3.8	23.6	40.3
Pacific:				
Los Angeles.....	11.0	4.0	27.3	39.8
Portland, Oreg.....	10.5	4.0	24.5	37.9
San Francisco.....	13.0	4.0-4.2	29.1	41.1
Seattle.....	9.0	4.0	24.2	39.8

Average Retail Prices, November 19, 1935 (cents)

Markets	White (lb.)	Rye (lb.)	Whole- wheat (lb.)
United States.....	8.5	9.1	9.5
New England:			
Boston.....	8.3	9.2	8.8
Bridgeport.....	9.1	10.0	9.8
Fall River.....	7.8	8.4	8.9
Manchester.....	8.3	9.0	8.7
New Haven.....	9.1	9.7	9.9
Portland, Maine.....	9.1	9.5	9.3
Providence.....	8.2	8.8	9.4
Middle Atlantic:			
Buffalo.....	8.4	8.5	9.4
Newark.....	9.2	9.5	9.6
New York.....	8.8	9.1	9.7
Philadelphia.....	9.5	9.9	10.7
Pittsburgh.....	8.9	10.6	10.7
Rochester.....	8.1	8.2	9.0
Scranton.....	9.5	9.7	9.4
East North-Central:			
Chicago.....	7.5	8.1	9.1
Cincinnati.....	7.8	9.4	9.5
Cleveland.....	7.7	8.3	8.7
Columbus.....	8.2	9.1	9.3
Detroit.....	7.5	7.8	8.2
Indianapolis.....	8.0	8.2	9.3
Milwaukee.....	7.8	7.7	10.0
Peoria.....	8.2	9.1	9.3
Springfield, Ill.....	8.9	9.6	9.7
West North-Central:			
Cedar Rapids.....	8.9	9.5	10.2
Kansas City.....	8.8	9.2	9.2
Minneapolis.....	8.4	8.9	9.3
Omaha.....	8.5	9.1	8.8
St. Louis.....	8.4	9.2	9.6
St. Paul.....	8.5	9.1	9.5
Wichita.....	7.6	8.0	9.3
South Atlantic:			
Atlanta.....	9.2	9.4	9.0
Baltimore.....	8.8	9.7	9.6
Charleston, S. C.....	9.3	9.8	10.0
Columbia, S. C.....	—	—	—
Jacksonville.....	9.7	9.8	10.0
Norfolk.....	9.6	10.2	10.0
Richmond.....	8.8	8.9	10.3
Savannah.....	9.6	10.0	10.5
Washington, D. C.....	9.3	9.6	9.9
Winston-Salem.....	10.7	11.3	11.0
East South-Central:			
Birmingham.....	9.8	10.0	10.0
Jackson, Miss.....	9.9	—	10.3
Knoxville.....	8.9	8.2	9.5
Louisville.....	7.8	8.2	8.8
Memphis.....	8.3	9.4	9.5
Mobile.....	9.3	10.0	10.0
West South-Central:			
Dallas.....	8.8	9.0	8.8
Houston.....	7.3	8.4	8.6
Little Rock.....	9.8	9.9	9.8
New Orleans.....	8.2	8.7	9.7
Oklahoma City.....	8.7	9.9	9.6
Mountain:			
Albuquerque.....	10.2	—	11.0
Butte.....	9.8	9.7	9.8
Denver.....	7.9	9.6	8.3
Salt Lake City.....	7.0	9.4	6.8
Pacific:			
Los Angeles.....	7.7	9.3	8.2
Portland, Oreg.....	9.1	10.0	9.1
San Francisco.....	9.3	9.0	8.8
Seattle.....	9.1	9.9	9.0

Bread

NO change was recorded in the average price of white bread for the country as a whole during the 2-week period November 5 to 19. Changes did occur in individual cities, however, and they ranged from an increase of 0.8 cent in Kansas City to a decline of 0.5 cent in Oklahoma City for a 1-pound loaf of white bread. This half-cent decrease in Oklahoma City was probably not due to an actual price decline but to changes in reporting methods.

MAXIMUM increase in the average price of bread in any of the cities reported on by the Bureau of Labor Statistics between October 8, when the present upward movement started, and November 19 occurred in Milwaukee, Wis., where the average increased altogether 1 cent a pound loaf. Thirteen other cities were reported to have advanced prices during this period from 0.3 to 0.9 cent. They were: Richmond, Va., and Butte, Mont., 0.3 cent; Louisville, Ky., 0.4 cent; Bridgeport, Conn., Indianapolis, Ind., and Los Angeles, Calif., 0.5 cent; New Haven, Conn., and Jackson, Miss., 0.6 cent; Houston, Tex., 0.7 cent; Philadelphia, Pa., and Kansas City, Mo., 0.8 cent; Norfolk, Va., and Washington, D. C., 0.9 cent. Any other changes up or down during this 6-week period were no more than the usual slight variations.

WHILE the general average price of white bread in November was about 2½ percent higher than in October, estimated average ingredient costs in November were about 4 percent lower than in October, due almost entirely to a drop in flour costs. These estimates are based on a theoretical formula, prepared by the Bureau of Agricultural Economics, which is believed to represent the ingredients going into a typical loaf. In November 1934 ingredient costs averaged 3 cents a loaf, or 0.42 cent less than in the past November, while retail prices averaged 8.35 cents as against 8.5 cents in November 1935.

RYE bread continued on November 19 to be quoted at 9.1 cents, the same as for November 5. Whole-wheat bread likewise held steady at 9.5 cents a pound loaf.

Cereal Products

NO CHANGE in the price of flour was recorded between November 5 and November 19, the price remaining at 5.4 cents a pound. Macaroni likewise failed to make any change, being quoted at 15.5 cents a pound. Wheat cereal, however, advanced 0.1 cent per 28-ounce package which amounts to a 0.4 percent increase for the 2-week period.

ONE OF the major changes in the prices received by producers between October 15 and November 15 was a decline of about 8 percent in the farm price of wheat. This decline is attributed to somewhat more favorable crop reports from Argentina together with dullness in the world demand and the uncertainty as to the disposal of the wheat surplus in Canada which occupies a dominant position in the world wheat market this year.

PRICES of all classes and grades of wheat at six markets reached their high point for the current season during the week of October 12. During the next 5 weeks the price tended downward, reaching a low point during the week of November 16. Since the middle of November prices have advanced about 3 percent from the low point at the middle of the month.

WHEAT stocks in the United States are considerably below those of a year ago, and reports continue to confirm the generally poor quality of the 1935 crop. Inspections of hard spring wheat up to mid-October showed only 23 percent grading No. 2 or better, compared with 83 percent last year. Only about 17 percent of the Durum graded No. 2, as compared with 97 percent last year. Of the hard red winter wheat inspections, indications pointed to about 58 percent grading No. 2 or better as compared with 81 percent last year.

Average Retail Prices, November 19, 1935 (cents)

Markets	Flour (lb.)	Macaroni (lb.)	Wheat cereal (28-oz. pkg.)
United States	5.4	15.5	24.3
New England:			
Boston	5.1	15.1	24.1
Bridgeport	6.0	17.3	25.1
Fall River	5.4	16.6	23.2
Manchester	5.6	17.6	26.3
New Haven	5.9	16.0	23.9
Portland, Maine	5.3	17.8	24.1
Providence	5.5	14.8	23.1
Middle Atlantic:			
Buffalo	5.6	16.9	24.4
Newark	5.6	16.0	23.4
New York	5.9	16.8	24.2
Philadelphia	5.3	16.4	25.1
Pittsburgh	5.0	15.8	23.5
Rochester	5.8	15.5	23.1
Scranton	5.5	17.0	24.3
East North-Central:			
Chicago	5.6	13.3	26.2
Cincinnati	5.1	15.2	23.2
Cleveland	5.4	16.4	22.7
Columbus	4.6	16.7	22.7
Detroit	5.3	14.7	23.9
Indianapolis	4.9	15.2	25.8
Milwaukee	5.3	14.0	24.4
Peoria	5.6	13.0	26.6
Springfield, Ill.	6.0	12.3	27.3
West North-Central:			
Cedar Rapids	5.2	14.5	21.8
Kansas City	5.1	16.5	23.5
Minneapolis	5.4	13.8	22.1
Omaha	5.0	19.5	24.4
St. Louis	5.6	15.5	25.8
St. Paul	5.4	14.1	23.5
Wichita	4.8	13.0	24.2
South Atlantic:			
Atlanta	5.8	17.2	25.9
Baltimore	5.4	15.6	23.4
Charleston, S. C.	5.9	15.4	24.9
Columbia, S. C.	5.2	18.1	27.9
Jacksonville	5.9	14.9	26.2
Norfolk	5.4	15.6	25.2
Richmond	5.4	15.6	24.1
Savannah	5.7	16.5	25.1
Washington, D. C.	5.9	15.6	23.9
Winston-Salem	5.5	21.5	29.4
East South-Central:			
Birmingham	5.1	13.4	25.6
Jackson, Miss.	5.2	16.2	29.1
Knoxville	5.2	12.6	28.8
Louisville	5.4	13.2	25.9
Memphis	6.0	14.2	25.4
Mobile	5.1	16.9	25.5
West South-Central:			
Dallas	5.5	17.1	26.0
Houston	4.9	13.0	22.9
Little Rock	4.9	15.8	30.2
New Orleans	6.2	9.7	24.1
Oklahoma City	5.8	12.7	29.4
Mountain:			
Albuquerque	5.9	18.8	25.1
Butte	5.3	15.9	25.3
Denver	4.5	16.4	23.8
Salt Lake City	3.9	17.9	25.6
Pacific:			
Los Angeles	4.6	15.1	23.8
Portland, Oreg.	4.8	16.7	24.9
San Francisco	5.0	15.8	23.7
Seattle	5.1	17.3	26.0

Average Retail Prices, November 19, 1935 (cents)

Markets	Round steak (lb.)	Rib roast (lb.)	Chuck roast (lb.)
United States.....	34.4	30.5	23.8
New England:			
Boston.....	37.1	32.9	27.3
Bridgeport.....	37.8	33.7	26.2
Fall River.....	39.7	31.9	24.6
Manchester.....	40.1	29.3	25.9
New Haven.....	41.0	34.1	27.1
Portland, Maine.....	37.4	30.6	22.3
Providence.....	37.3	34.2	26.7
Middle Atlantic:			
Buffalo.....	30.9	27.0	22.1
Newark.....	39.4	31.8	24.0
New York.....	38.1	33.8	24.9
Philadelphia.....	37.5	35.7	26.2
Pittsburgh.....	32.6	27.7	21.6
Rochester.....	31.7	26.4	22.2
Scranton.....	33.3	32.6	26.7
East North-Central:			
Chicago.....	34.5	32.2	26.4
Cincinnati.....	38.3	31.3	24.3
Cleveland.....	30.4	29.0	24.0
Columbus.....	35.7	29.8	24.4
Detroit.....	33.8	29.2	25.1
Indianapolis.....	34.3	27.6	22.8
Milwaukee.....	32.1	27.5	23.8
Peoria.....	31.9	26.5	21.3
Springfield, Ill.....	32.9	25.3	21.3
West North-Central:			
Cedar Rapids.....	26.5	18.1	18.3
Kansas City.....	31.0	28.2	20.6
Minneapolis.....	31.3	28.3	22.9
Omaha.....	31.3	24.6	20.5
St. Louis.....	35.4	26.5	22.6
St. Paul.....	31.0	27.4	22.7
Wichita.....	28.6	21.3	17.3
South Atlantic:			
Atlanta.....	37.7	30.3	24.1
Baltimore.....	29.7	28.0	21.3
Charleston, S. C.....	31.4	26.4	19.5
Columbia, S. C.....	29.2	22.0	19.5
Jacksonville.....	31.1	28.1	21.4
Norfolk.....	33.2	30.4	21.9
Richmond.....	34.5	28.2	21.0
Savannah.....	27.6	25.6	19.1
Washington, D. C.....	36.0	30.4	22.9
Winston-Salem.....	32.2	25.6	21.8
East South-Central:			
Birmingham.....	31.9	23.7	19.1
Jackson, Miss.....	32.0	23.1	16.2
Knoxville.....	31.2	26.7	21.1
Louisville.....	33.0	26.5	21.2
Memphis.....	34.3	21.8	16.9
Mobile.....	28.4	21.6	16.7
West South-Central:			
Dallas.....	37.3	30.0	22.2
Houston.....	33.1	27.9	19.5
Little Rock.....	29.9	23.9	18.3
New Orleans.....	32.1	29.1	18.7
Oklahoma City.....	30.5	19.4	17.3
Mountain:			
Albuquerque.....	34.8	28.3	22.0
Butte.....	23.1	21.2	16.7
Denver.....	30.0	24.4	20.5
Salt Lake City.....	28.3	25.4	19.8
Pacific:			
Los Angeles.....	31.4	26.0	19.2
Portland, Oreg.....	23.6	21.1	16.4
San Francisco.....	31.2	27.9	18.2
Seattle.....	28.4	25.2	18.2

Beef

BEEF PRICES continued during the 2 weeks ending November 19 the decrease which started 2 months earlier. In these 2 weeks round steak declined 1.7 percent, chuck roast 0.8 percent, and rib roast 0.3 percent.

NATIONAL average prices now reported by the Bureau of Labor Statistics are not exactly comparable with those reported on September 10, but comparisons of November 19 prices with those of October 8—which are comparable—show prices dropped between these dates about 2 cents a pound in the case of sirloin and round steaks, about 1 cent in rib and chuck roast.

THIS downward movement is partly seasonal. Wholesale prices of beef steers at Chicago declined throughout the first half of November reaching their low point about the 16th. Since then prices have tended upward somewhat. A heavy movement of stock and feeder cattle through large scale auction markets in the western Corn Belt and also direct to feed lots not going through any market during October was reported. A considerable increase is in prospect in cattle feeding during the coming winter and spring both in the Corn Belt and in most other feeding areas.

FARM prices declined about 3 percent between October 15 and November 15. This decrease was mostly a seasonal movement. However, heavier marketings of low-grade cattle were probably responsible for a good part of this decline in the farm price.

NO considerable reduction in prices of beef can be expected during the coming winter as a result of the increased supplies of fed cattle as a continuing short supply of hogs and reduced supplies of other meat animals is expected to prevent any considerable decline in the general level of cattle prices from that now prevailing. By the late summer of 1936, however, relief from high meat prices should appear.

Pork Products

AFTER a decline of nearly 14 percent during the 2 weeks ending November 5 the retail price of pork chops came back 7.2 percent by November 19. The retail price of lard continued downward, declining 4.3 percent between November 5 and 19, whole smoked ham registered a further decline of 0.9 percent.

THESE declines in retail prices were accompanied by similar decreases in the wholesale price of packer and shipper hogs at Chicago during the first part of November. Farm prices on November 15 dropped sharply from the month previous as a result of larger than usual increases in the marketings of hogs.

NUMBER of hogs slaughtered at 8 primary markets increased in the 4 weeks ending November 16, 53 percent over the 4 weeks ending October 19—more than 3 times larger than the average seasonal increase during the same months from 1930 to 1934. Since November 9 wholesale prices of hogs at Chicago have increased about 5 percent, which may mean that the seasonal low point in hog prices has been passed. Because of the relatively large proportion of winter slaughter that will take place after January 1, the seasonal advance in prices is likely to be small and may not occur.

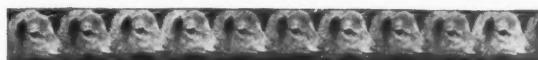
WHOLESALE prices of pork loins reached a low point during the week of November 2, then advanced through the week of November 23, and have since declined slightly. The wholesale price of smoked hams remained the same during the whole of November except for the last week when some increase was reported. Refined lard at wholesale continued to sell at prices under those of any month since last February. Fluctuations in wholesale bacon prices have been very small for several months. Some increase was noted during the week ended November 30.

Average Retail Prices, November 19, 1935 (cents)

Markets	Chops (lb.)	Lard (lb.)	Whole smoked ham (lb.)
United States.....	35.8	20.1	32.9
New England:			
Boston.....	35.3	17.9	33.6
Bridgeport.....	37.8	19.5	31.9
Fall River.....	34.9	18.5	34.8
Manchester.....	33.9	18.0	34.8
New Haven.....	38.1	20.0	33.8
Portland, Maine.....	32.9	18.5	32.2
Providence.....	35.3	17.6	32.3
Middle Atlantic:			
Buffalo.....	37.1	18.5	31.4
Newark.....	38.6	19.6	32.8
New York.....	37.3	20.8	33.8
Philadelphia.....	37.5	20.3	32.7
Pittsburgh.....	37.5	20.9	31.7
Rochester.....	35.3	19.0	31.7
Scranton.....	39.1	21.4	31.2
East North-Central:			
Chicago.....	36.5	20.4	33.2
Cincinnati.....	37.2	20.1	31.7
Cleveland.....	33.5	21.7	32.4
Columbus.....	38.2	19.9	33.8
Detroit.....	37.5	19.7	34.8
Indianapolis.....	33.7	20.3	30.8
Milwaukee.....	34.5	18.8	31.6
Peoria.....	34.4	21.1	31.7
Springfield, Ill.....	33.3	20.5	33.4
West North-Central:			
Cedar Rapids.....	29.8	20.0	33.4
Kansas City.....	34.3	20.0	35.0
Minneapolis.....	33.8	18.7	31.8
Omaha.....	32.0	20.0	31.0
St. Louis.....	36.1	19.1	33.1
St. Paul.....	32.5	18.8	30.3
Wichita.....	30.7	19.0	29.4
South Atlantic:			
Atlanta.....	34.3	21.0	30.1
Baltimore.....	34.7	18.7	33.3
Charleston, S. C.....	31.8	22.8	32.4
Columbia, S. C.....	32.2	18.6	30.7
Jacksonville.....	33.2	22.2	32.5
Norfolk.....	32.6	20.5	33.2
Richmond.....	35.1	19.0	33.7
Savannah.....	30.9	22.0	31.1
Washington, D. C.....	36.9	18.8	32.8
Winston-Salem.....	31.7	23.2	33.0
East South-Central:			
Birmingham.....	30.0	18.8	32.8
Jackson, Miss.....	31.8	22.0	32.8
Knoxville.....	30.9	20.0	32.4
Louisville.....	33.3	20.4	29.2
Memphis.....	33.4	19.9	28.8
Mobile.....	30.6	21.2	30.4
West South-Central:			
Dallas.....	32.8	23.4	33.1
Houston.....	33.6	20.8	31.1
Little Rock.....	32.2	22.3	32.2
New Orleans.....	35.4	19.9	32.5
Oklahoma City.....	32.1	20.8	32.1
Mountain:			
Albuquerque.....	32.8	23.2	33.3
Butte.....	31.1	23.0	33.8
Denver.....	34.1	21.2	32.5
Salt Lake City.....	36.1	24.7	34.7
Pacific:			
Los Angeles.....	40.0	21.8	33.6
Portland, Oreg.....	32.1	21.1	33.9
San Francisco.....	38.8	22.0	36.6
Seattle.....	34.1	22.2	35.2

Average Retail Prices, November 19, 1935 (cents)

Markets	Leg of lamb (lb.)	Breast lamb (lb.)	Lamb square chuck (lb.)
United States.....	28.0	12.9	21.6
New England:			
Boston.....	27.1	13.9	18.1
Bridgeport.....	28.7	11.0	22.0
Fall River.....	27.1	10.3	20.5
Manchester.....	27.9	15.1	21.9
New Haven.....	28.4	12.0	22.8
Portland, Maine.....	26.7	14.5	19.8
Providence.....	27.5	11.6	21.4
Middle Atlantic:			
Buffalo.....	26.2	14.3	23.7
Newark.....	27.6	15.3	23.9
New York.....	28.3	13.0	20.7
Philadelphia.....	28.8	9.9	19.5
Pittsburgh.....	28.6	14.9	23.1
Rochester.....	26.5	14.2	22.5
Scranton.....	30.0	13.7	25.6
East North-Central:			
Chicago.....	28.8	12.8	24.6
Cincinnati.....	32.2	17.6	26.7
Cleveland.....	28.3	13.9	25.7
Columbus.....	31.5	17.1	27.0
Detroit.....	29.6	15.8	26.6
Indianapolis.....	31.2	14.4	22.8
Milwaukee.....	28.2	12.9	23.2
Peoria.....	29.2	13.1	23.6
Springfield, Ill.....	27.7	14.5	21.6
West North-Central:			
Cedar Rapids.....	22.8	13.0	19.7
Kansas City.....	26.9	16.6	22.5
Minneapolis.....	26.4	11.3	22.5
Omaha.....	25.1	10.0	19.6
St. Louis.....	27.4	16.0	21.7
St. Paul.....	25.1	12.0	22.0
Wichita.....	26.5	11.3	19.9
South Atlantic:			
Atlanta.....	26.3	14.5	19.5
Baltimore.....	27.3	15.6	22.5
Charleston, S. C.....	29.0	14.2	21.2
Columbia, S. C.....	26.9	13.5	20.7
Jacksonville.....	26.6	11.6	19.6
Norfolk.....	29.0	15.6	24.5
Richmond.....	26.8	13.2	21.6
Savannah.....	27.9	13.3	22.5
Washington, D. C.....	33.0	13.3	25.5
East South-Central:			
Birmingham.....	31.5	15.0	15.7
Jackson, Miss.....	25.4	15.1	17.0
Knoxville.....	29.8	13.3	25.2
Louisville.....	30.6	17.3	23.7
Memphis.....	27.3	14.9	17.6
Mobile.....	29.7	14.4	19.7
West South-Central:			
Dallas.....	28.8	13.0	18.7
Houston.....	29.8	12.9	18.0
Little Rock.....	27.2	13.7	17.6
New Orleans.....	27.8	13.5	17.0
Oklahoma City.....	29.2	15.0	20.4
Mountain:			
Albuquerque.....	27.7	13.7	21.3
Butte.....	24.8	10.2	19.2
Denver.....	25.4	13.0	21.2
Salt Lake City.....	26.5	12.1	19.9
Pacific:			
Los Angeles.....	27.1	11.4	20.3
Portland, Oreg.....	22.6	11.6	19.4
San Francisco.....	28.4	11.0	19.0
Seattle.....	26.6	12.6	21.6

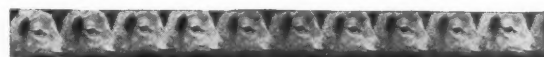


Lamb

RETAIL prices of all lamb cuts advanced during the 2 weeks from November 5 to 19. Leg of lamb increased most, showing a rise of 4.5 percent, breast increased 3.2 percent, while square chuck made a 0.9 percent advance over the previous 2 weeks.

FARM PRICES rose slightly between October 15 and November 15. The reported rise amounted to about 1 percent.

INFORMATION available about November 1 indicated that the decrease in lamb feeding this year from last might be smaller than seemed probable a month earlier. There was a relatively heavy movement of feeder lambs into feed lots in Colorado and other western States in October and at the beginning of November it looked as if lamb feeding in the western States would be on about as large a scale this year as last. The principal decrease in feeding of western lambs this year is expected to be in farm feeding in Iowa, wheat-field feeding in Kansas and Oklahoma, and feeding generally at commercial feed lots in the Corn Belt. In addition there will probably be some decrease in the number of native lambs fed in the eastern Corn Belt. In general, feeder lambs have been heavier and in better condition this year than for several years and will require a shorter feeding period than last year.





Poultry and Eggs

CONTINUED short supplies of poultry meat are probably responsible for a further increase of 0.3 percent in the retail price of hens during the 2 weeks ending November 19. While the retail price of eggs on November 19 was 1 cent per dozen lower than on November 5 the average price for the month as a whole was nearly 1 percent higher than for October. This is somewhat less than the increase which usually takes place in egg prices at this season of the year, due probably to a much larger volume of fresh eggs reaching the market. Egg prices generally reach their peak in November and then decline until April.

ACCORDING to current reports on egg production it is expected that the number of eggs available during the remainder of this year and most of 1936 will be considerably higher than during the preceding year.

TOTAL production of eggs by farm flocks in November was about 10 percent in excess of the production on November 1 last year and slightly in excess of the November 5-year average. The farm price of eggs advanced about 8 percent between October 15 and November 15, while the farm price of hens increased about 1 percent during this same period.

SHORTAGE of hens in the west and central area and the tendency to retain hens for layers this winter are probably responsible for the increased prices of fowls.



Average Retail Prices, November 19, 1935 (cents)

Markets	Hens (lb.)	Eggs (doz.)
United States.....	30.9	44.2
New England:		
Boston.....	30.3	52.0
Bridgeport.....	32.8	58.8
Fall River.....	29.6	50.3
Manchester.....	32.1	47.7
New Haven.....	32.8	50.6
Portland, Maine.....	29.9	47.4
Providence.....	30.5	50.0
Middle Atlantic:		
Buffalo.....	31.0	43.9
Newark.....	31.8	53.6
New York.....	32.8	50.3
Philadelphia.....	31.6	46.0
Pittsburgh.....	30.2	44.7
Rochester.....	30.3	45.0
Scranton.....	33.4	45.2
East North-Central:		
Chicago.....	31.9	39.9
Cincinnati.....	28.1	42.0
Cleveland.....	31.9	41.8
Columbus.....	29.2	38.9
Detroit.....	32.3	38.0
Indianapolis.....	28.9	38.6
Milwaukee.....	25.2	35.5
Peoria.....	28.2	38.5
Springfield, Ill.....	26.3	38.2
West North-Central:		
Cedar Rapids.....	23.9	34.3
Kansas City.....	27.6	36.9
Minneapolis.....	28.0	37.5
Omaha.....	26.1	35.5
St. Louis.....	27.2	37.1
St. Paul.....	27.4	38.0
Wichita.....	27.2	32.9
South Atlantic:		
Atlanta.....	26.6	38.5
Baltimore.....	32.4	42.9
Charleston, S. C.....	26.8	39.1
Columbia, S. C.....	25.5	41.1
Jacksonville.....	29.1	43.3
Norfolk.....	29.3	42.6
Richmond.....	29.6	41.2
Savannah.....	24.9	35.9
Washington, D. C.....	33.4	48.4
Winston-Salem.....	29.0	43.4
East South-Central:		
Birmingham.....	23.8	32.9
Jackson, Miss.....	23.2	36.9
Knoxville.....	25.8	37.3
Louisville.....	29.0	40.3
Memphis.....	25.0	31.5
Mobile.....	24.3	34.0
West South-Central:		
Dallas.....	28.3	33.9
Houston.....	31.3	35.0
Little Rock.....	23.6	34.7
New Orleans.....	27.3	35.3
Oklahoma City.....	23.5	33.8
Mountain:		
Albuquerque.....	25.2	46.4
Butte.....	25.0	44.9
Denver.....	28.6	43.5
Salt Lake City.....	29.9	39.9
Pacific:		
Los Angeles.....	35.7	40.6
Portland, Oreg.....	27.4	37.3
San Francisco.....	35.1	40.5
Seattle.....	29.5	39.4

Average Retail Prices, November 19, 1935 (cents)

Markets	Potatoes (lb.)	Onions (lb.)	Cabbage (lb.)
United States.....	2.3	3.9	2.7
New England:			
Boston.....	2.4	3.9	2.6
Bridgeport.....	2.4	3.9	3.1
Fall River.....	2.1	4.3	2.9
Manchester.....	2.3	4.2	2.7
New Haven.....	2.6	4.5	2.6
Portland, Maine.....	2.1	4.1	2.4
Providence.....	2.3	3.7	2.4
Middle Atlantic:			
Buffalo.....	1.9	4.1	1.5
Newark.....	2.7	4.3	2.9
New York.....	2.7	4.5	3.2
Philadelphia.....	2.4	3.8	2.7
Pittsburgh.....	1.9	3.8	1.9
Rochester.....	1.7	3.5	1.6
Scranton.....	2.1	3.5	2.2
East North-Central:			
Chicago.....	2.1	3.5	2.5
Cincinnati.....	2.2	4.8	2.6
Cleveland.....	1.7	3.5	2.0
Columbus.....	1.7	4.3	2.2
Detroit.....	1.6	3.2	2.0
Indianapolis.....	1.6	4.1	2.4
Milwaukee.....	1.5	3.1	2.1
Peoria.....	1.9	4.4	2.8
Springfield, Ill.....	1.9	4.1	2.5
West North-Central:			
Cedar Rapids.....	1.8	3.5	2.3
Kansas City.....	2.2	4.5	2.5
Minneapolis.....	2.2	3.1	2.5
Omaha.....	1.9	4.3	3.0
St. Louis.....	2.3	4.0	2.7
St. Paul.....	1.7	3.1	2.6
Wichita.....	2.0	3.8	2.5
South Atlantic:			
Atlanta.....	2.5	4.4	2.8
Baltimore.....	2.2	4.0	2.9
Charleston, S. C.....	2.7	4.9	3.3
Columbia, S. C.....	2.9	6.4	2.8
Jacksonville.....	2.4	4.3	2.8
Norfolk.....	2.6	4.7	3.3
Richmond.....	2.6	4.7	3.2
Savannah.....	2.3	4.4	3.2
Washington, D. C.....	2.6	4.3	3.4
Winston-Salem.....	2.6	5.7	2.6
East South-Central:			
Birmingham.....	2.6	4.4	2.7
Jackson, Miss.....	2.9	4.9	3.6
Knoxville.....	2.2	5.2	2.2
Louisville.....	2.3	3.9	2.5
Memphis.....	2.4	4.3	2.4
Mobile.....	2.4	3.5	3.5
West South-Central:			
Dallas.....	3.2	4.9	3.6
Houston.....	2.9	4.1	2.9
Little Rock.....	2.3	4.0	2.8
New Orleans.....	2.6	3.9	3.7
Oklahoma City.....	2.0	5.0	2.6
Mountain:			
Albuquerque.....	1.8	4.1	2.2
Butte.....	1.9	3.8	3.9
Denver.....	2.1	3.2	2.3
Salt Lake City.....	1.9	2.6	2.3
Pacific:			
Los Angeles.....	2.9	3.6	2.9
Portland, Oreg.....	2.6	3.2	3.4
San Francisco.....	2.7	3.5	6.3
Seattle.....	3.1	3.3	3.7



Vegetables (fresh)

PRICES of most fresh vegetables tend to move upward at this season of the year. This was the case during the 2 weeks between November 5 and 19, and prices advanced on all vegetables included in Bureau of Labor Statistics report. Price increases in these groups were responsible to a considerable extent for the rise in the index of all retail food costs. The outstanding change in prices took place in the case of potatoes.

POTATOES advanced 21.1 percent in price during the 2 weeks. This is contrary to the usual movement of potato prices during November which would normally show some decline. The increase in potato prices was general throughout the country and is attributed largely to the sharp reduction in crops during October which amounted to about 3 percent. In the 30 late States the prospective production amounted to a little over 11,500,000 bushels. The reduction occurred as a result of heavy freezes during October which caught many underground potatoes. During the latter part of the month heavy rains followed by low temperatures were responsible for further reductions in prospects. No AAA program was in effect, so the price increase has nothing to do with control programs. Present potato price is about 10 percent higher than the price in June of this year.

ONIONS advanced 2.6 percent in price which is to be expected at this season of the year. While the total supply of onions for the United States is somewhat above last year and above average supply, the keeping quality is reported to be poor, which will mean more than usual losses in storage.

CABBAGE prices advanced 3.8 percent during the 2 weeks, making a rise of about 8 percent for the month of November over that of October. Normally the price of cabbage declines between October and November. The supply of cabbage for the 1935-36 season is plentiful, but the delay of the southern crop has resulted in some price advance in the principal markets for late cabbage. The fall cabbage crop in South Carolina has started to market with three to five cars daily. Some new cabbage is showing up from Florida, the movement of which started about December 1.





Vegetables (fresh)

LETTUCE at retail advanced 0.1 percent a head between November 5 and November 19. Preliminary estimates of the early acreage of lettuce for the three early crop States (California, Arizona, and Florida) show an increase of 10 percent above the 1935 acreage but 27 percent below the 5-year average. Condition of the crop is reported below average in California but slightly above average in Florida. Reports from the Imperial Valley indicate that some early plantings will be available for harvest about the middle of December but the early acreage is light and the 1935 movement will not be heavy. As usual the acreage in this section will be in its heaviest production during the middle of January and the month of February. Cold weather in other sections of California has retarded shipments.

LOWER temperatures during November in Texas and Florida have apparently been beneficial to the spinach crop in these sections. On the other hand these same conditions have retarded other crops in this section and movements of eggplant, peppers, and tomatoes will probably be delayed. In the southern part of Florida where the hurricane damage was severe, growers are replanting their crops of beans, peppers, and tomatoes. The average cost to consumers of a pound of spinach increased from 6.1 to 6.3 cents a pound in the 2 weeks between November 5 and 19.

CARROTS advanced 0.2 cent a bunch. The fall crop of carrots in California is expected to be more than one-fifth larger than the crop last fall and two-thirds larger than the average production for the preceding five fall crops. The condition of the crop in Texas is reported to be considerably better than last year but somewhat below the average. Prices should reflect these favorable conditions shortly.



Average Retail Prices, November 19, 1935 (cents)

Markets	Lettuce (head)	Spinach (lb.)	Carrots (bunch)
United States.....	9.3	6.3	5.0
New England:			
Boston.....	10.9	5.5	5.3
Bridgeport.....	11.3	7.0	6.1
Fall River.....	10.6	8.0	5.5
Manchester.....	12.2	6.5	5.4
New Haven.....	10.8	6.6	5.0
Portland, Maine.....	11.3	5.7	5.4
Providence.....	11.4	6.3	5.8
Middle Atlantic:			
Buffalo.....	9.9	4.0	3.0
Newark.....	11.7	6.1	5.4
New York.....	11.1	7.4	5.9
Philadelphia.....	10.1	5.9	4.9
Pittsburgh.....	10.8	6.5	4.8
Rochester.....	10.6	5.7	3.2
Scranton.....	11.4	7.7	3.9
East North-Central:			
Chicago.....	9.5	7.8	5.1
Cincinnati.....	10.7	5.7	4.6
Cleveland.....	12.0	7.0	4.2
Columbus.....	11.6	9.1	5.3
Detroit.....	9.9	5.5	5.3
Indianapolis.....	8.8	5.4	4.5
Milwaukee.....	9.6	8.0	4.2
Peoria.....	8.6	6.4	6.8
Springfield, Ill.....	9.3	6.7	6.5
West North-Central:			
Cedar Rapids.....	8.7	10.4	5.8
Kansas City.....	9.6	5.0	5.9
Minneapolis.....	10.0	8.2	6.1
Omaha.....	9.4	8.7	5.4
St. Louis.....	8.6	5.0	5.4
St. Paul.....	10.4	7.7	6.1
Wichita.....	9.0	8.2	6.2
South Atlantic:			
Atlanta.....	8.7	7.8	7.0
Baltimore.....	10.6	6.7	7.3
Charleston, S. C.....	9.9	10.8	7.1
Columbia, S. C.....	9.8	11.3	10.0
Jacksonville.....	9.9	11.1	7.0
Norfolk.....	10.0	4.7	5.9
Richmond.....	10.2	7.4	7.3
Savannah.....	9.8	10.1	8.9
Washington, D. C.....	10.4	5.1	7.6
Winston-Salem.....	11.3	10.2	11.0
East South-Central:			
Birmingham.....	9.4	9.0	7.7
Jackson, Miss.....	6.3	8.0	6.9
Knoxville.....	6.5	11.5	7.8
Louisville.....	9.4	5.8	5.2
Memphis.....	6.5	5.2	5.1
Mobile.....	9.2	7.2	5.2
West South-Central:			
Dallas.....	7.2	11.4	6.6
Houston.....	6.2	10.5	6.1
Little Rock.....	6.0	6.2	5.6
New Orleans.....	8.3	6.3	4.0
Oklahoma City.....	7.6	5.8	5.2
Mountain:			
Albuquerque.....	6.4	7.6	3.4
Butte.....	10.6	12.5	5.9
Denver.....	8.9	7.0	3.4
Salt Lake City.....	8.2	9.7	2.9
Pacific:			
Los Angeles.....	6.7	3.5	3.4
Portland, Oreg.....	9.6	8.0	4.5
San Francisco.....	4.8	5.2	2.6
Seattle.....	7.9	7.0	3.1

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Average Retail Prices, November 19, 1935 (cents)

Markets	Apples Bananas Oranges		
	(lb.)	(doz., lb.*)	(doz.)
United States.....	4.8	*7.0	33.9
New England:			
Boston.....	5.0	*6.7	34.3
Bridgeport.....	4.2	*6.7	37.2
Fall River.....	5.6	*7.0	31.2
Manchester.....	3.7	*7.2	37.1
New Haven.....	4.8	23.5	35.5
Portland, Maine.....	4.1	*7.1	32.5
Providence.....	4.8	*6.8	35.3
Middle Atlantic:			
Buffalo.....	4.0	25.2	31.7
Newark.....	4.9	26.3	36.1
New York.....	5.4	26.3	39.0
Philadelphia.....	4.0	22.4	35.4
Pittsburgh.....	4.6	25.9	37.6
Rochester.....	2.5	23.8	34.0
Scranton.....	3.6	21.7	35.0
East North-Central:			
Chicago.....	5.4	*7.4	35.9
Cincinnati.....	5.2	*7.1	32.2
Cleveland.....	5.2	*6.9	33.4
Columbus.....	3.9	*7.0	35.7
Detroit.....	4.9	*7.2	35.7
Indianapolis.....	4.6	*6.8	30.5
Milwaukee.....	4.6	*6.9	34.2
Peoria.....	4.7	*7.3	33.1
Springfield, Ill.....	4.5	*7.1	37.9
West North-Central:			
Cedar Rapids.....	4.1	*7.6	31.2
Kansas City.....	4.2	*7.3	39.1
Minneapolis.....	5.1	*8.0	36.3
Omaha.....	4.9	*8.2	35.7
St. Louis.....	5.6	*6.9	32.8
St. Paul.....	5.7	*8.3	34.6
Wichita.....	5.6	*8.0	35.5
South Atlantic:			
Atlanta.....	5.0	22.1	22.8
Baltimore.....	5.2	20.7	31.0
Charleston, S. C.....	5.7	23.5	22.4
Columbia, S. C.....	5.5	*7.3	27.5
Jacksonville.....	4.9	19.3	21.9
Norfolk.....	4.3	21.7	33.7
Richmond.....	4.8	26.3	29.9
Savannah.....	4.2	23.1	22.0
Washington, D. C.....	5.6	24.5	34.6
Winston-Salem.....	4.3	*7.4	29.6
East South-Central:			
Birmingham.....	3.8	*6.0	26.0
Jackson, Miss.....	11.6	*5.5	31.8
Knoxville.....	4.8	*5.4	27.5
Louisville.....	4.8	*7.2	31.0
Memphis.....	5.2	*6.5	31.5
Mobile.....	6.7	14.7	24.4
West South-Central:			
Dallas.....	—	*6.4	34.0
Houston.....	—	17.9	35.0
Little Rock.....	5.6	*6.2	27.0
New Orleans.....	—	15.1	29.3
Oklahoma City.....	4.5	*7.6	36.4
Mountain:			
Albuquerque.....	5.7	*6.3	34.0
Butte.....	5.4	*9.6	32.0
Denver.....	4.2	*8.1	30.9
Salt Lake City.....	4.9	*8.2	27.0
Pacific:			
Los Angeles.....	6.1	*7.0	14.0
Portland, Oreg.....	3.7	*7.8	27.3
San Francisco.....	3.9	23.8	23.0
Seattle.....	3.9	*7.4	29.1



Fruit

ALL fruit advanced in price during the 2 weeks ending November 19. Bananas made the largest increase with 7.7 percent, apples 4.3 percent, oranges 2.7 percent. This movement in apple prices is to be expected at this season of the year as apple prices tend to decline from the beginning of the harvest of the new crop through October and November when the marketings are heavy, then advance as the out-of-storage movement begins in November and continues to the end of the marketing season.

WHILE the apple crop for 1935-36 is larger than for recent years the quality is such that it is expected that a smaller proportion than usual will be available for consumption as fresh fruit. The farm price advanced almost 7 percent during the month ending November 15, but the price is still considerably lower than at the same time a year ago and approximately 15 percent lower than the 5-year average on November 15.

TREND of orange prices as a general thing is downward until January or February, reaching a low point then when marketings are heavy from both Florida and the California navel crop. The slight rise of 2.7 percent in retail prices during the 2 weeks ending November 19 may have been due in part at least to the holiday season. Crop indications now point to considerably smaller supplies for 1935-36 from both California and Florida and prices may be expected to remain at somewhat higher levels than during the preceding year.

GRAPEFRUIT is now moving in good quantity and quality thus far seems to be good. The total crop, however, is about 12 percent smaller than that harvested last year and prices are apparently reflecting this.



Average Retail Prices, November 19, 1935 (cents)

Markets	Peaches #2½ can	Pears #2½ can	Pineapple #2½ can	Corn #2 can	Peas #2 can	Tomatoes #2 can (#2½*)
United States	19.1	22.6	22.6	11.8	16.4	9.4
New England:						
Boston	19.2	22.9	22.2	13.3	16.7	11.8
Bridgeport	20.5	24.8	23.0	13.3	20.0	12.0
Fall River	19.3	21.8	22.6	11.7	17.6	8.7
Manchester	21.4	24.3	23.9	13.4	16.8	10.9
New Haven	20.1	24.6	23.2	13.9	16.9	11.1
Portland, Maine	20.1	24.7	23.5	12.6	15.9	10.8
Providence	19.2	20.1	22.2	11.7	17.8	8.9
Middle Atlantic:						
Buffalo	20.6	23.6	22.9	12.6	16.2	9.9
Newark	17.4	20.3	20.7	11.2	16.0	9.2
New York	17.3	21.2	21.2	11.9	16.3	9.3
Philadelphia	19.0	22.0	21.0	12.1	16.0	10.1
Pittsburgh	19.4	20.2	23.0	11.9	16.2	6
Rochester	20.6	23.6	23.1	12.7	16.5	10.3
Scranton	20.1	22.8	22.5	13.0	16.5	9.7
East North-Central:						
Chicago	21.5	24.9	24.7	11.2	15.0	10.2
Cincinnati	19.6	24.1	23.5	12.4	16.0	11.4
Cleveland	21.3	23.4	24.0	12.5	17.4	9.9
Columbus	21.0	25.8	24.8	11.4	17.1	10.0
Detroit	20.1	23.0	23.4	10.8	17.5	9.2
Indianapolis	19.0	26.0	23.5	10.4	15.8	8.8
Milwaukee	20.5	20.3	24.0	11.3	14.6	10.2
Peoria	23.3	26.0	24.6	13.6	16.9	10.6
Springfield, Ill	23.3	27.8	24.8	13.0	19.2	11.4
West North-Central:						
Cedar Rapids	23.1	24.6	23.6	9.0	16.7	10.2
Kansas City	19.5	23.6	23.2	10.3	15.4	8.9
Minneapolis	21.6	24.0	24.6	10.3	14.8	10.5
Omaha	21.7	24.2	23.8	11.4	16.3	10.0
St. Louis	19.7	23.8	23.2	10.8	17.4	9.1
St. Paul	21.2	22.6	23.7	11.6	15.7	10.3
Wichita	19.2	22.8	22.8	10.8	18.2	8.9
South Atlantic:						
Atlanta	20.5	23.2	24.1	12.0	17.9	8.9
Baltimore	17.7	21.0	20.1	12.6	15.9	8.1
Charleston, S. C	19.5	22.1	22.7	10.5	17.1	8.6
Columbia, S. C	22.0	28.6	23.8	12.0	19.4	8.5
Jacksonville	18.5	23.1	22.3	12.4	16.5	8.3
Norfolk	20.3	23.9	23.9	11.6	15.0	7.9
Richmond	19.0	23.9	23.7	11.9	18.0	7.0
Savannah	20.8	24.4	23.5	11.6	18.1	8.5
Washington, D. C	17.4	22.5	21.4	10.9	15.8	7.8
Winston-Salem	25.3	30.9	27.1	13.1	20.0	10.3
East South-Central:						
Birmingham	19.4	22.3	24.9	11.2	15.3	8.0
Jackson, Miss	23.9	25.5	24.3	12.9	18.9	9.5
Knoxville	19.8	22.2	22.5	10.7	15.4	8.7
Louisville	21.0	24.5	23.4	12.0	16.2	10.1
Memphis	18.9	22.7	22.0	10.6	16.6	8.4
Mobile	17.2	19.8	19.2	11.9	17.7	8.1
West South-Central:						
Dallas	20.8	25.8	24.4	12.2	19.8	9.0
Houston	16.9	21.0	20.5	10.5	16.2	7.4
Little Rock	20.4	23.8	25.0	11.8	16.6	8.6
New Orleans	18.5	24.1	21.8	11.4	19.3	8.9
Oklahoma City	21.0	24.5	23.8	12.2	20.2	9.4
Mountain:						
Albuquerque	23.8	26.6	25.8	12.6	17.0	11.0
Butte	19.4	22.0	24.5	12.9	15.9	10.8
Denver	20.0	22.7	23.3	10.6	16.3	10.1
Salt Lake City	21.5	24.4	24.1	11.3	16.7	*11.1
Pacific:						
Los Angeles	15.5	18.2	19.0	12.5	15.7	*11.8
Portland, Oreg	20.0	21.8	21.9	12.2	17.2	*13.4
San Francisco	16.7	19.3	19.7	12.7	15.9	*12.7
Seattle	20.3	21.2	21.5	13.9	17.1	*13.2

DO YOU BUY COOPERATIVELY?

[Concluded from page 6]

NINTH, don't start operations in ignorance of State and Federal laws affecting operations of cooperatives. Many State laws determine directly or indirectly whether any group may join together to form a cooperative purchasing association, how such a group may be organized and controlled, how it may conduct its business, what rights it may enjoy. Federal laws apply where the business is interstate. Certain exemptions from taxation are provided both in State and Federal laws.

TENTH, don't start operations in ignorance of the informational services provided by State and Federal Governments, by other cooperatives. Learn the history of other cooperative enterprises similar to the proposed new organization. What were their weak points, what special advantages did they have?

FINAL TIP. Write to the Office of Information, Farm Credit Administration for a copy of their bulletin, "Cooperative Purchasing of Farm Supplies", if you are interested in a more complete presentation of this subject.

CONSUMER-FARMER BRIEFS FROM WASHINGTON

[Concluded from page 13]

workers with jobs in automobile factories, have swelled, too, in the last 2 years. For every dollar in the envelop in 1929, there were only 72 cents in 1933. These earnings increased to 82 cents in 1934 and have been averaging 90 cents in the first 10 months of 1935.

AAA

CRUELEST costs of depressions are the toll they take from children's health. A recently released study of 5,400 school children, made by the United States Public Health Service, revealed that children between 6 and 10 years of age in wage-earning families whose standard of living had been lowered during the depression failed by nearly 2 percent to reach normal weight for their age. Malnutrition, inadequate clothing and housing, lack of proper medical care, during formative years when families already on low incomes had to adjust themselves to

still lower incomes, were the causes of this deficiency. In 1928 children in these families showed very nearly the same relative weight as other children from families on the same economic level. Five years later, when the depression had pushed down the standard of living of such families, their children had an average weight considerably below the weight of children in families which had remained comfortable.

AAA

"IF PRODUCTION is to meet consumer needs", Dr. Louise Stanley points out in her annual report to the Secretary of Agriculture, "studies of the Bureau of Home Economics are basic in showing what should be produced, qualities demanded in commodities, and materials developed from them, and quantities necessary to supply National needs. Although in the past, consumer use has influenced production, planned production—based on consumer need and forecasts of probable consumer demand—is now suggested as providing a closer fit between production and consumption, with greater return to producers and greater satisfaction to consumers."

AAA

TUBERCULOSIS in cattle is almost wiped out, the Bureau of Animal Industry reports. In 1923 only 17 counties in 4 States could measure up to the Bureau's "modified accredited" standards, which means that by official tuberculin tests the cattle show less than 0.5 percent infection. On November 1, 1935, modified, accredited areas included 2,709 counties, parts of 4 counties, the District of Columbia, 105 towns in Vermont, and 1 municipality in Puerto Rico. Counties so classed now constitute about 88 percent of all the counties in the country.

AAA

ONIONS that make you cry when you cut them are usually grown in hot weather, while the ones you can cut without shedding a tear are apt to be early spring or winter onions. A German chemist distilled more than a ton of onions to get less than a tenth of a pint of the volatile oil that brings tears to the eyes. But the oil is potent! A drop of it will fill several buildings with the typical "tear smell."

Our Point of View

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the **CONSUMERS' GUIDE** emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials—the farmer—is dependent upon the consuming power of the people. Likewise, the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the **CONSUMERS' GUIDE** makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and nongovernmental measures looking toward the advancement of consumers' interests.

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